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Electrical Merchandising

The Business Magazine of the Electrical Trade

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February, 1927

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"In the Quiet and Leisure of Your Own Home"



A LOT of bunk these days is written on the subject of sales and selling. Much of it is old and tiresome stuff. On the other hand, several magazines are published today which are devoted to sales and sales management, that are just full of good ideas and valuable sales experiences.

I SUBSCRIBE to one of these magazines. I must frankly admit that usually I have only found time to glance through its pages, read the headings and look at the pictures. However, the other day I took one of these magazines home with me. After dinner I picked it up and started glancing through its pages. One article interested me and I read it slowly and carefully. Then I became interested in the whole magazine. I looked over all the articles. I read for several hours. When I finished, I was convinced that every sales manager and every executive should read that magazine.

OW, the point of what I have written is not to boom the subscription list of selling magazines, but to call attention to the fact that very few of us derive any real benefit from reading any trade journal or other magazine *in business hours*. There are too many interruptions. No active business man is in the proper state of mind to read carefully and thoughtfully in office hours. I think, if I were conducting a trade journal, I would suggest that my subscribers have the paper mailed to their home address. The time for a man to get the best results from his favorite trade journal is not in his office or shop, but after dinner, in the quiet and leisure of his home.

—Saunders Norvell,

President, McKesson & Robbins,
formerly President, Simmons
Hardware Co., and Norvell-
Shapleigh Hardware Co., in
Hardware Age.



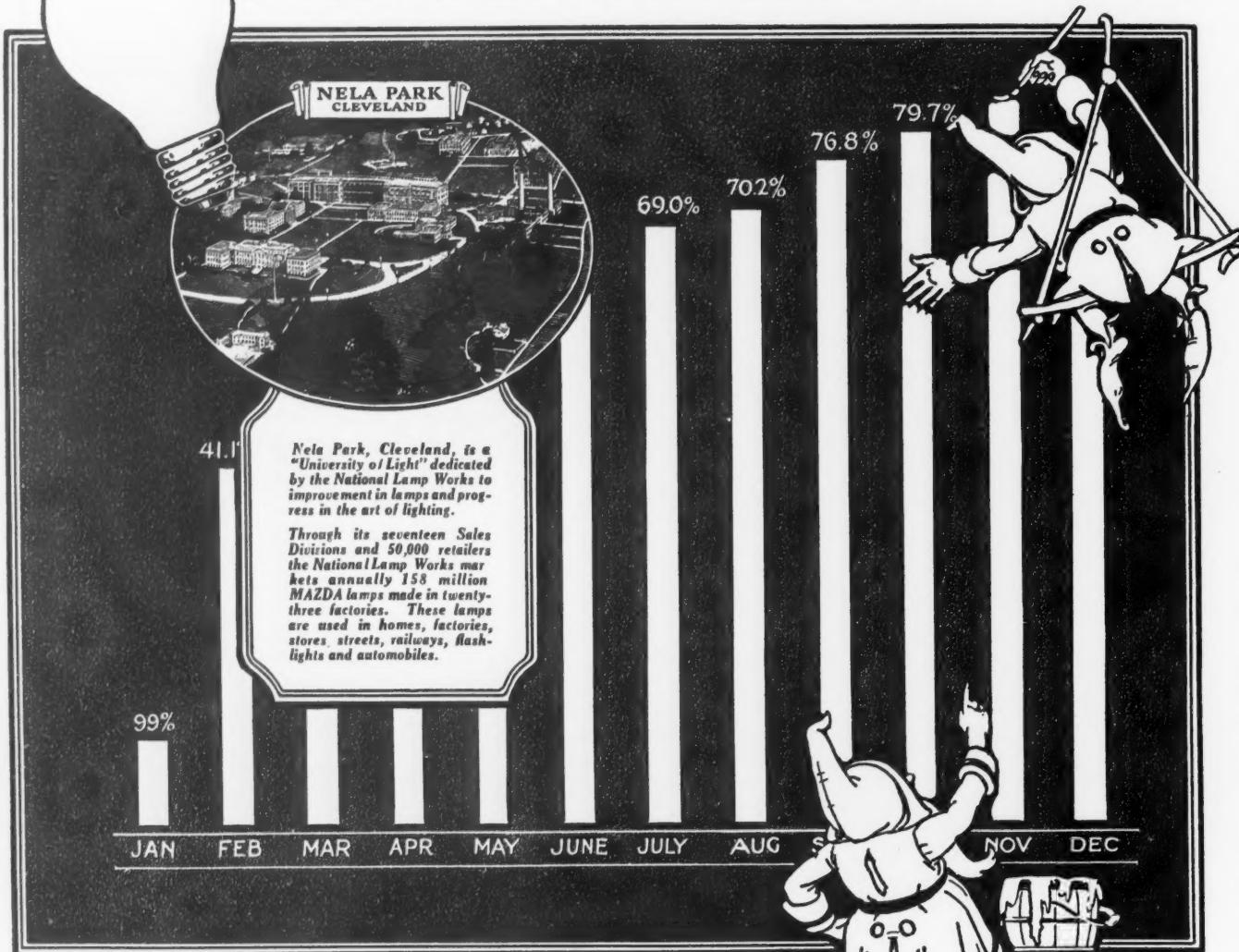
McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Avenue at 36th Street, New York

JAMES H. McGRAW, President
JAMES H. McGRAW, Jr., V.-P. and Treas.
MALCOLM MUIR, Vice-President
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Electrical World
Industrial Engineer
Chemical & Metallurgical Engineering
Radio Retailing
Bus Transportation
Coal Age
Copyright, 1927, by McGraw-Hill Publishing Company, Inc.
Annual subscription rate is \$2 in United States and Canada.
Circulation 16,000

WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 1600 Arch St.
CLEVELAND, Guardian Bldg.
ST. LOUIS, Bell Telephone Bldg.
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Just See What's Been Done



HOW THE NEW MAZDA LAMPS ARE REPLACING THE OLD—
 The above chart gives the month by month shipments of the New Standard line of MAZDA lamps in per cent of all lamps shipped for general lighting service.

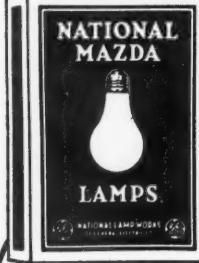
WHY is it that in less than ten months the five new inside-frosted MAZDA lamps had gone more than 80% of the way in replacing the 45 older types? Why have thousands of National MAZDA lamp agents cleaned out the old types altogether and put the new lamps over 100%?

It's because the new MAZDA lamps are far better lamps. It's because the lamp agent can now sell more lamps than ever before at a greater profit than ever before. The public has shown that it recognizes the greater value of the new MAZDA lamps and the electrical dealer has found that he can do business with a smaller stock and less selling expense.

If in 1927 you concentrate all lamp selling efforts on the New Standard line of MAZDA lamps you will say as others say, that this simplification of lamp types is the greatest development in 10 years of lamp making.

If you haven't received a copy of the 1927 Four Star Book—write to the Sales Promotion Dept., Nela Park, Cleveland.

"MAZDA" is not the name of a product but the trade-mark of a Research Service, and only those lamp manufacturers entitled to receive this service may distinguish their lamps with the mark, MAZDA.



**National
MAZDA
LAMPS**



Electrical Merchandising

The Business Magazine of the Electrical Trade

February, 1927

Volume 37 Number 2

Can You Answer These Questions?

DOCTORS and lawyers are required to pass examining boards before they can practice. Electrical contractors have to take examinations to prove their knowledge of safe electrical construction. Such tests are for the purpose of safeguarding the public and the profession or trade itself,—so that only qualified men enter the field.

Supposing every electrical retailer had to take an examination before opening a store. Not that "Electrical Merchandising" is recommending any such procedure. We are positively NOT. But it would be pretty interesting, we think, to see how many men in the electrical business today could pass such an examination as a "merchandising license" board might ask. Conceivably, these might be some of the questions:

WHAT, in detail, has been your experience in electrical retailing?

How much capital do you guarantee to invest in this business; (b) How will it be divided between stock and equipment; (c) Give the principal divisions of stock and the amount you propose to invest in each; (d) State on what you base your judgment for so dividing your investment.

Give the volume of retail sales you expect to do the first year, and state the reasons for your belief.

What gross profit do you expect to realize from this volume and on what do you base this expectation?

What do you calculate your total expenses will be for this period?

What are the principal expenses of an electrical retailer, and approximately what ratio should each bear to retail sales?

How do you propose to control your expenses?

Can you strike a balance sheet of your operations, or can you point out the significant items in one? Why do bankers and credit men require such statements? What is considered a satisfactory ratio between assets and liabilities?

What is meant by moral risk? Has it any value in obtaining credit? What is meant by "liquid assets"?

What location have you chosen for your business, and tell in detail why you have selected it.

WHAT do you consider your natural trading territory, and by what methods do you expect to attract or secure trade from it?

What relative importance, in your business, do you attach to (a) newspaper advertising; (b) circulars and programs; (c) direct mail; (d) window displays; (e) carnivals, fairs, etc.

What percentage of your expected annual volume do you figure will be (a) cash sales; (b) installment sales? How long a time will you give on installment sales? How do you propose to finance them? Why?

Will your business be conducted as (a) an individual; (b) a partnership; (c) a corporation? What are your legal obligations under the form you propose to adopt?

What, briefly, are the laws of your state with regard to (a) chattel mortgages; (b) employers' liability; (c) workmen's compensation?

**Supposin' the
electrical merchant had to
take an examination
before going into business**



In Your Business

By S. J. RYAN

IN AN article on "Increasing Net Profit Through Control of Expense," which appeared in the December issue of *Electrical Merchandising*, reference was made to the experience of an electrical merchant in a midwestern city, who, starting out as an appliance salesman, at first acquired a sub-agency for a major appliance, and then later branched out into a full-fledged dealership.

His experiences were recited briefly, and they showed a prosperous condition in his business for the first few years, when he and his wife did the bulk of the work and the problem of expense control and administration practically took care of itself. Later, due to expansion without an adequate control of his expense factors, he ran into the difficulties common to such a situation, and from a net profit of 14 per cent in the first year of his business fell to a net loss of 3.3 per cent in the fourth year. A system of control, established and studied constantly, enabled this dealer to put his business in proper balance before it was too late.

When this dealer, at the end of the fourth year, had, through actual loss of money, seen the necessity of a better control of his business he

enlisted the services of a retail accountant, who devised the system which he is now using.

With the thought in mind of establishing as simple a system as possible, so that its operation would be costly neither in time nor money, the accountant and the dealer got down to brass tacks and listed the things which a merchant must know about his business in order properly to control it. These fundamentals are as follows:

Business Fundamentals

The volume of retail sales.

The cost of the merchandise sold.

The gross margin in dollars and percentage.

The occupancy expense in dollars and percentage.

The selling expense in dollars and percentage.

The publicity expense in dollars and percentage.

The administrative expense in dollars and percentage.

Other costs in dollars and percentage.

The total expenses in dollars and percentage.

The difference between gross mar-

gin and the total expenses, or the net profit in dollars and percentage.

The average retail inventory.

The stock turnover.

It was felt that all of this information was essential to the proper operation and control of the business. The next point was to determine what expenses were to be included in each division, and for this purpose it was decided that occupancy would include rent, light, heat, power and water; that selling would include selling and demonstration salaries and commissions, and delivery expenses; publicity would include all moneys expended in advertising, either newspaper, program or direct mail; administrative would include the amount which he paid himself as a manager, and salaries of the office force and collection expenses also office supplies; "other costs" is really a miscellaneous division, and includes taxes, insurance, bad debts, service charges, etc.

The next step, and one of the most important, was to set up a *percentage of control* for each division of expense. This was finally decided as follows: Occupancy, 3.5 per cent; Selling, 12 per cent; Publicity, 4 per cent; Administrative, 6 per cent and Other Costs, 4.5 per cent, or a total expense of 30 per cent.



THE man at the head of a merchandising business is like the engineer at his throttle. On each is full responsibility for both

PROGRESS and SAFETY. And each must be guided by signals along the way—signals that spell either safety or impending danger!

The reason he arrived at the figure of 30 per cent was that his experience had been that when his expenses did not exceed this figure, he could do business at a profit, and he felt sure that he could maintain a gross margin of 35 per cent or 36 per cent, which would yield him a satisfactory profit on his sales, provided he got a good turnover.

Expenses were distributed each month under the classifications above and summarized on a simple form or chart. While there were violent seasonal fluctuations in the monthly expenses, due to the variations in volume, the dealer's constant endeavor has been to keep as close as possible to this percentage control figure, realizing that as long as he does so, he stands an excellent chance of coming out right at the end of the year, and that when he disregards this block signal, disaster is apt to overtake him.

All this system seemed a bit cumbersome at first, but this dealer states that it requires a surprisingly small amount of time to enter these various figures in a form, and that today his habit of thought is such that he never plans a month's sales without at the same time computing his expenses in advance. The result of this policy speaks for itself.

Business Charted

Through the courtesy of the dealer, we are permitted to accompany this article with a chart of his business for the first six years of its existence. Expenses on this chart are classified substantially as in the form used by *Electrical Merchandising* in its survey of the cost of doing business, which appeared a year ago. Bear in mind that the dealer himself did not have these figures charted for the first four years. If he had, the story would have been different.

It was not until the beginning of the fifth year of the business that this dealer had his expenses reduced to a chart and put before him each month for the purpose of control. However, with his co-operation, and information taken from his books, we have been able to chart the business from its inception to the end of the sixth year.

This operation is not presented as an ideal set-up, although this dealer is a successful one today. On the whole, I think it shows he is a good merchant. He is doing a nice business at a low expense and a small inventory, and now that he has learned his lesson, should continue to make a satisfactory profit each year.

The most interesting point of the tabulation is that with the use of this, or a similar method, the merchant is establishing a *block signal system for his business*. In other words, just as soon as any division

An Electrical Dealer's Comparative Statement— Six Years Merchandising Operations

Figures in red are items which exceeded the control limits, as shown on page opposite	First Year	Second Year	Third Year	Fourth Year	Fifth Year	Sixth Year
Retail Sales.....	\$23,678	\$38,844	\$57,416	\$60,352	\$64,980	\$87,203
Cost of Merchandise Sold.....	17,376	27,185	38,183	38,146	41,324	54,616
Gross Margin.....	6,302	11,659	19,233	22,206	23,656	32,587
Per cent to Sales.....	26.6	30.1	33.5	36.8	36.4	37.1
Expenses						
Occupancy.....		1,422	1,696	3,230	2,524	2,708
Per cent to Sales.....		3.9	2.9	5.3	3.9	3.1
Selling.....	1,024	3,253	8,486	10,348	7,602	10,940
Per cent to Sales.....	4.3	8.3	14.8	17.1	11.7	12.5
Publicity.....	237	719	1,852	3,294	2,031	2,863
Per cent to Sales.....	1.0	1.8	3.2	5.4	3.1	3.2
Administrative.....	1,568	2,316	3,924	3,675	3,399	3,481
Per cent to Sales.....	6.6	5.9	6.9	6.1	5.2	4.0
Other Costs.....	612	981	1,410	3,667	3,208	3,010
Per cent to Sales.....	2.6	2.5	2.4	6.1	4.9	3.4
Total Expense	3,441	8,691	17,368	24,214	18,764	23,002
Per cent to Sales.....	14.5	22.1	30.2	40.1	28.9	26.3
Net Profit	2,861	2,968	1,865	2,008	4,892	9,585
Per cent to Sales.....	12.1	8.0	3.3	3.3	7.5	10.8
Average Retail Inventory.....	1,690	3,865	7,547	11,432	9,919	9,123
Stock Turns Retail to Retail.....	14.0	10.5	7.6	5.3	6.5	9.5

of expense exceeds its proper ratio, the percentage figure shows immediately where the danger lies, and that it is dangerous to proceed until the track has been cleared.

For purposes of illustrating this point, we show, opposite, the excess over the control percentages in red. For example: In the first year's operations, which, as a whole were quite satisfactory, we find, nevertheless, that the administrative expense was 6.6 per cent of the sales. The expense control percentage for this division is 6 per cent. Therefore, it is evident immediately that either the volume had to be increased without a corresponding increase in administrative expense, or the expense had to be reduced.

In this particular case, the dealer had allowed himself \$25 a week as manager, and the rest of the expense was occasioned by postage, office supplies, etc., as a great deal of the office work was handled by his wife. At that time his business was in his residence, and that also accounts for the fact that there was no occupancy expense in his operations for the first year.

Following this lead, we note that while the administrative percentage was corrected in the second year of business, his occupancy expense was out of line; it being 3.9 per cent,

whereas the control figure was established as 3.5 per cent. The reason for this was that it was during the second year of his business that he moved into a store, for which he paid \$100 a month rent, and heat, light, power, and other items ran this up to a total of \$1,420 for the year. He simply was not doing enough business to warrant paying \$100 a month rent at that time, but his increase in volume in the third year, you will note, took care of this item.

Greater Selling Expense

In the third year's operations, we find that the selling percentage had climbed to 14.8 per cent, whereas the control figure is 12 per cent. Now selling in a business of this kind is the largest and most important item of expense, and must be watched most vigilantly. In talking with this merchant I found that the reason this selling expense had jumped from 8.3 per cent to 14.8 per cent in one year was due to the fact that an increasing amount of his business was being done by his salesmen and less by himself.

The first year of his business, he did all of the selling and some of the demonstrating. In the second year he still did the bulk of the selling, even when he opened the new shop and added a few salesmen. In

the third year, however, problems of supervision and management, collections, service, etc., limited his time, and his selling expense began to mount accordingly.

Another interesting danger signal in the third year's operations is the administrative expense, which once more appears in red, being 6.9 per cent. This dealer explains that, inasmuch as he had to put so much time in management this particular year, he felt justified in increasing his drawing account for that purpose to \$50 a week. His reasoning at that time was that if he had to devote the time which he had formerly used in selling to management, he had to balance his compensation somewhat by increasing his salary as a manager. Of course, what actually resulted was that he increased both administrative and selling expenses.

Towards the close of the third year's operations, as outlined in the article previously referred to, this dealer thought that his comparatively rapid increase in volume and general business conditions warranted expansion. He rented larger quarters, bought in larger quantities in order to receive a larger discount, and substantially increased his inventory through that and the addition of some other lines, and also

the acceptance of an increasing number of "trade-ins." Shortly thereafter, when he had hardly gotten well into the fourth year's operations, a business readjustment occurred.

His sales increase for the year was not quite \$3,000, and it was only by the most heroic efforts that he did not show a decrease. Unfortunately, however, he had taken on additional burdens, such as occu-

Continued on page 138

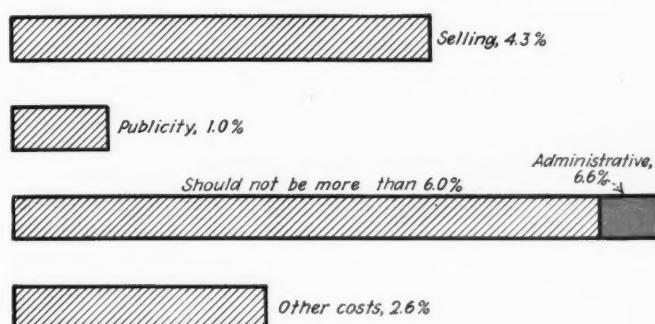
How the System of "Merchandising Danger Signals" Works

As Applied in the Case of the Retail Electrical Business Analyzed on Opposite Page

The Red Warnings Indicate Expenditures Which Have Exceeded Safe Values

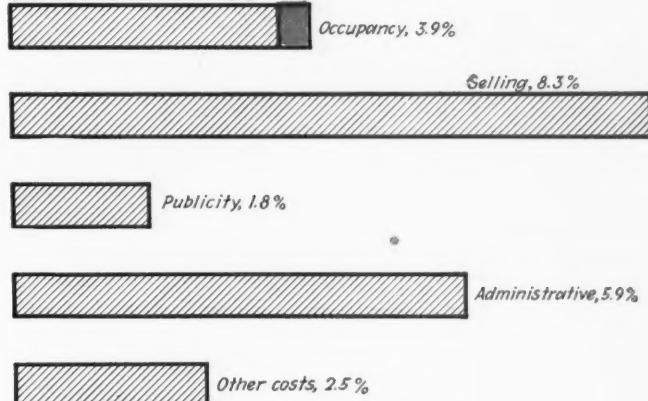
First Year

No occupancy



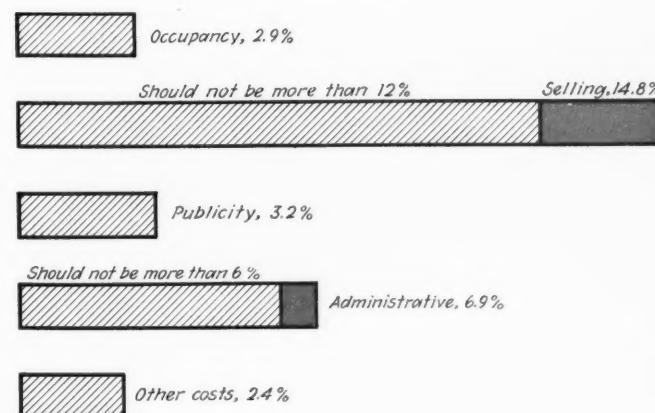
Second Year

Occupancy, 3.9%



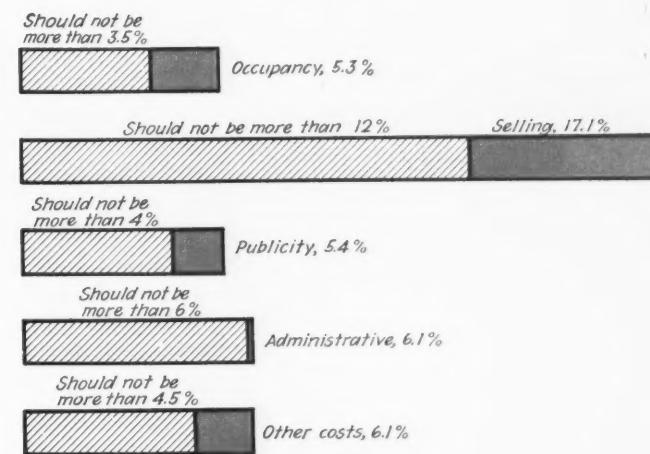
Third Year

Occupancy, 2.9%



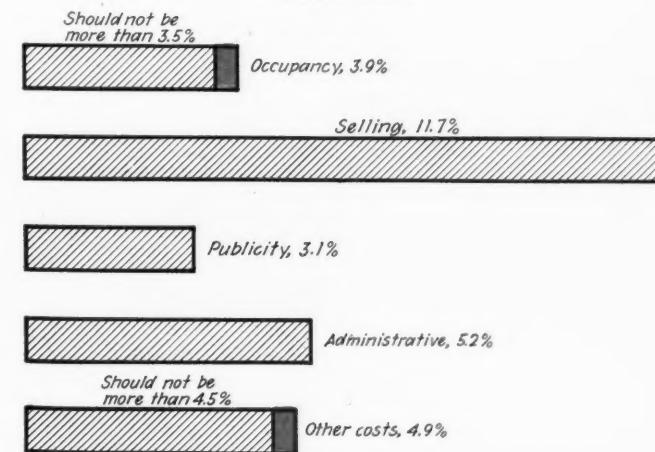
Fourth Year

Occupancy, 5.3%



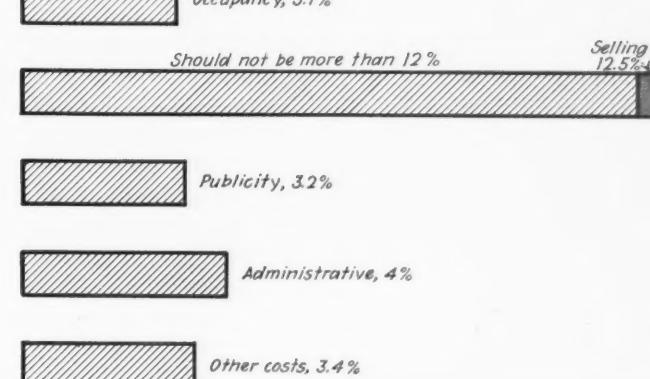
Fifth Year

Occupancy, 3.9%



Sixth Year

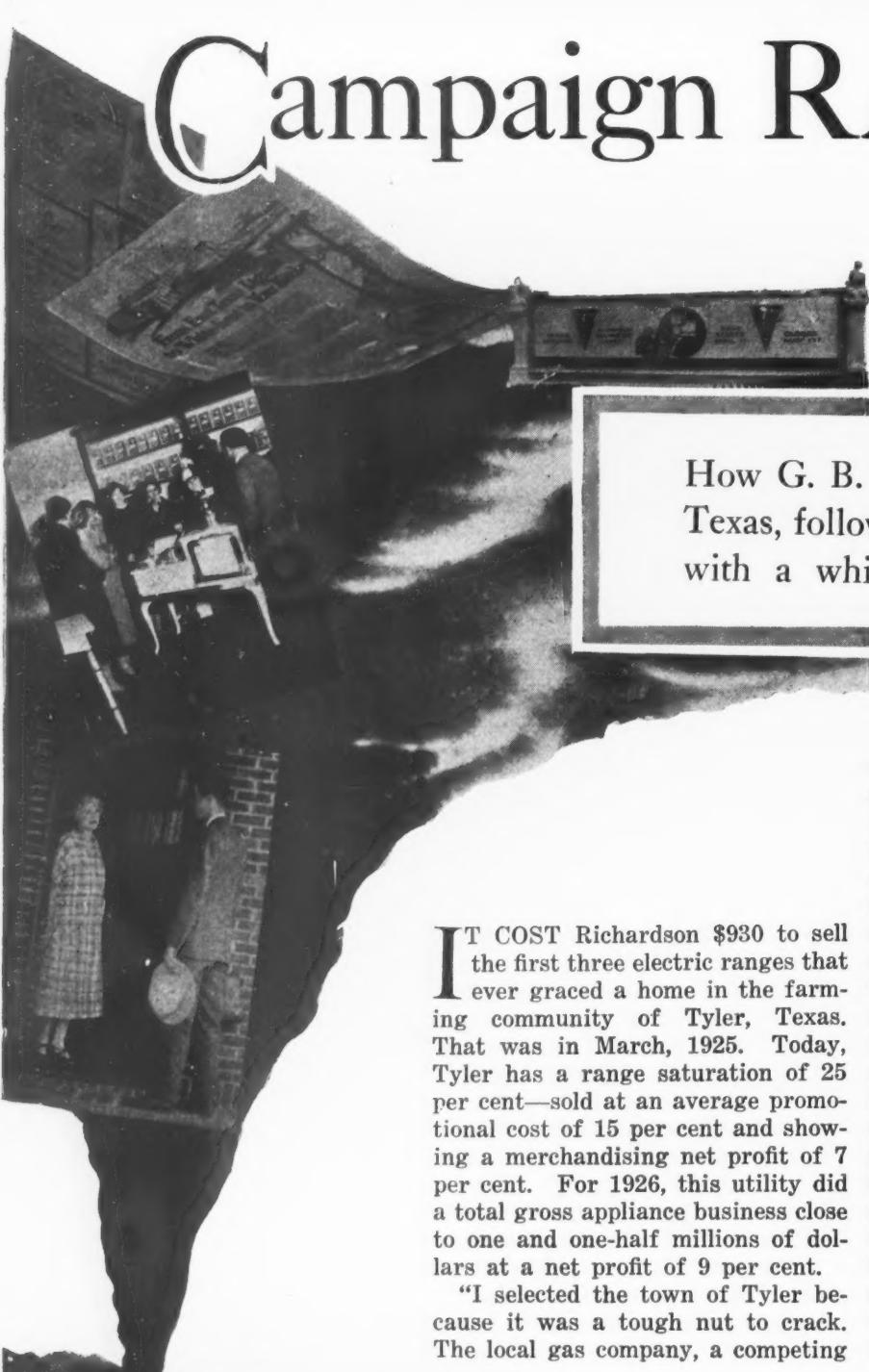
Occupancy, 3.1%



In a properly-controlled business, warning signals will appear in time to avoid disaster.

Campaign RANGES

By J. L. JONES



How G. B. Richardson, Tyler, Texas, followed each local crop with a whirlwind sales effort

IT COST Richardson \$930 to sell the first three electric ranges that ever graced a home in the farming community of Tyler, Texas. That was in March, 1925. Today, Tyler has a range saturation of 25 per cent—sold at an average promotional cost of 15 per cent and showing a merchandising net profit of 7 per cent. For 1926, this utility did a total gross appliance business close to one and one-half millions of dollars at a net profit of 9 per cent.

"I selected the town of Tyler because it was a tough nut to crack. The local gas company, a competing

utility, grants a 67-cent-per-1,000-cubic-feet rate. Its product tests 1,100 B.t.u. If electric ranges therefore, could be sold in Tyler, they would go over in practically all of the 252 towns under my jurisdiction," says G. B. Richardson, merchandising sales manager, for the Texas Power and Light Company, with headquarters at Dallas, Texas. Tyler has a total population, white and black, of 9,600. It has 1,810 domestic meters. Kitchen help is plentiful and commands about \$3.50 per week. Prior to March, 1925, the housewives of this fruit and cotton section township knew absolutely nothing about the merits of "heat by wire," they didn't want to know anything about the new "contraption," and declared that their cooks never could learn to run the things



S When Crop Money Is In

"nohow." Gas was cheap and full of heat and "we have a perfectly good gas range right now, thank you."

How, then, did Mr. Richardson sell his 445 electric ranges?

"I knew it would be a tough proposition but I was determined to spend the money, time and energy to answer, to my own satisfaction at least, once and for all the question 'Can the electric range be sold where conditions are all against it?'"

Drive I—In March; "The Berries"

Smith county has three fruit crops and one of cotton. The first crop, berries, comes in during March. With it comes the first spending money of the new year—that growing percentage of the consumer's dollar available for luxuries, necessities or conveniences. "And that's the time I selected to fire the opening gun—a shot that cost me \$930 and netted three range sales," he declares.

The second week in March there appeared in the Tyler *Daily Courier Times* a full-page advertisement dedicated to the glorification of the American way to prepare foods—electrically. This was not a full-page announcement as customarily considered but that one sheet was bought and paid for by the Texas Power and Light Company to use as it saw fit.

It devoted two-thirds of this space to three display advertisements and the balance, two columns, to news items on the subject of perfecting of the culinary art. One article was headed, "Best Qualities of Dutch

Oven Found in Electric Range." Another bore the engrossing caption, "Preserves Rich Juices of Meats and Vegetables." A third: "Electric Cooking Sets New Record."

The next day every housewife in Tyler received a hand-addressed, 3½ x 5, card inviting her to attend a demonstration of electric cooking at the lighting company's store from March 10 to 21. In preparation for this eleven-day event, Richardson dispatched from Dallas headquarters an expert woman demonstrator and an electric range specialty salesman. These persons, as do all his sixty-three salesmen and five demonstrators, work on a straight salary and expense account basis.

Attendance at the demonstration was meager. Interest was apathetic despite the terms of \$10 down and \$10 a month. It cost Mr. Richardson \$310 to sell each of his first three ranges in Tyler. The average selling price was \$162.50. This included the cost of installation. "I would have saved money had I given them away," he remarked with a laugh.

Drive II—Tomatoes

Fifty days after the strawberry crop is sent to market the tomato ripens and is picked. Again a period of prosperity for Texas folk. And again the trained demonstrator, another woman with a different technique, and another specialty salesman, were dispatched to the battle ground. This change of personnel was purposely made to lend an added interest to the demonstration and to reach new prospects and contact old ones with a new man.

Start in March!

TYLER, TEXAS, never saw an electric range prior to March, 1925. Today, 445 of its 1,800 domestic meter-users cook electrically. How G. B. Richardson, merchandising sales manager of the Texas Power and Light Company, conducted an experiment in selling the moderately-priced range.

The set-up was practically the same as that of the first attempt. A large advertisement appeared in the local paper every other day for two weeks, the period of the campaign. The range offered was a quality product and the list price was placed at \$165. This included installation. The terms were liberal. The selling cost of this effort was \$985. Five more ranges were added to the utility's lines.

Drive III—Peaches

Not to be deterred by the results of the first two attempts but profiting by the experience gained and detecting a growing interest in electric heat for cooking, "G.B" put a different bait on his hook and pre-

Continued on page 90

25%
SATURATION



Averaging \$20,000 Sales

The Electric Service Company of the Pacific Northwest does \$1,000,000 worth of business by selling appliances at the customer's front door

WITH fifty salesmen in the field in western Oregon and Washington, the Electric Service Company of Portland, Oregon, will this year do a business which will exceed the million mark. Washing machines make up the bulk of the business, although vacuum cleaners and electric ironers are also carried and as many as 150 cleaners a month have been sold in the Portland district.

This means that every salesman must dispose of something like \$2,000 worth of merchandise per month or, as two salesmen invariably work together in the field, \$4,000 per month per crew. This record has actually been reached for over a year's period and in many cases, of course, considerably exceeded by star salesmen.

The Electric Service organization, under the Kuhnhausen brothers, covers the Pacific Northwest territory with stores in Portland, Aberdeen, Seattle, Tacoma, Eugene, and Salem and with salesmen covering a

territory within a thirty-mile radius of each of these centers. The Portland store is the head office and uses twenty salesmen in that district alone.

The business is essentially a field sales proposition—and yet in each case the headquarters is in a store centrally located and compels attention by its store and window displays.

Practically no sales are made in the store itself, but of course, many leads are obtained here and handed over to the salesmen to be followed up. This same principle holds good throughout the other stores of the company, all of which are centrally located, with attractive window dis-

plays and with considerable emphasis laid upon demonstrations. In addition to the stores, warehouses are provided in the different districts.

Salesmen are obtained by advertising, sometimes in the "want ad" columns and sometimes in small display advertising in the main section of the paper. It is felt that to have the public know that the business is doing so well that even more salespeople are required has a not unfavorable psychological effect upon sales.

That there is no especial source from which salesmen are drawn is shown by the diverse backgrounds of those who have made good, many



New men are sent out with experienced men

of whom had never tried selling before coming into this work.

Low Labor Turnover

The turnover in the sales force is small, for the reason, undoubtedly that a good return is possible for the salesman who makes good. With an organization of this size, however, there are always some few new men being added and with these, great pains are taken, to see to it that they understand the policies of the company and the principles of selling.

A perpetual school of salesmanship is in progress, which both old and new employees attend, the



A school for salesmen is always in progress

per Man

new man being initiated in this way into the spirit of the organization.

Then, while he is new, he is sent out with a man of seasoned experience, getting his lessons directly in the field. A special allowance is made for this service. At the end of a month's time, however, he is expected to bear a full part in the sales program.

The co-operation of the management is also another factor in keeping the salesman with the work. Every effort is made to support the men in the field in their legitimate promises. No source of difficulty is



more fruitful than the careless home office which delays in delivery or, in other ways, produces dissatisfaction on the part of the customer whom the salesman may have taken days to sell.

Nothing of this sort is possible under the well-worked-out plan of deliveries and service under which the Electric Service Company operates.

When they first enter the work and during their period of probation, the salesmen are paid on a commission basis entirely. Later when they have demonstrated what they can do and that they can actually produce results, the basis of payment is changed to salary plus commission. This has produced very satisfactory results, assuring a stable organization and, at the same time, one which is eager to make sales in order to earn additional commissions.

Regular periodical meetings of the salesmen are held morning or evening with occasional joint meetings when the entire sales organization is brought together. An effort is made to bring out each man, with the idea that difficulties can be overcome and good methods passed along to others. The sales force itself shows great interest in these gatherings and seems to feel that its work is greatly helped in this way.

Sales Are Followed Up Regularly

After a sale is made, a regular system of follow-up is maintained by the salesman making the sale. Not only does this insure a satisfied customer and one who will advertise the equipment favorably to her friends, but it means, as well, definite leads of those interested in the neighborhood. Minor servicing is handled by the salesman himself in this way, although a regular service department is maintained.

Trade-ins are taken where it seems that such a policy will help the sale, but a limit is set that can be allowed for any second-hand machine taken in this way, and the salesman is usu-



ally able to settle the transaction well within this limit.

Lessons in effective trading are part of the salesman's training. He is taught to judge what a machine is worth, what

points to look at in determining its resale value and what arguments are likely to appeal to the housewife in making such an exchange.

The trade-in machines are shipped to the district office and are carefully gone over and reconditioned to the extent necessary to make them salable. They are then kept in storage until such time as a special disposal sale seems feasible. For a short period then, the store is given over to second-hand equipment, which is also featured in the advertising.

A "sale" is staged in which perhaps 200 second-hand washing machines are disposed of in a short time. It is not felt that the sale of these machines in any way lessens the market for the regular stock of the store. On the theory that no one who has ever owned an electric washing machine will thereafter be without one, it is even considered an advantage to initiate a number of people into the group of users who would probably not otherwise make the first purchase on account of the expense involved in buying a new machine.

Later on, when their second-hand equipment proves something of a makeshift, they will be excellent prospects for better equipment.

“I Sell 'Em thru Maintenance Service”

How J. B. McDonagh, of Louisville, has built a profitable business in servicing home wiring and equipment

LECTRICAL appliances wear out and must be replaced or carefully repaired and put back into use. Lamps burn out, fixtures become obsolete, glassware is broken, new outlets are needed for more convenient use of domestic lighting and appliances, fuses blow, and wiring needs attention. The average American wired home *needs electrical maintenance*.

This is so obvious that it would seem to call for no comment but an angle of it which has never been so clear is how the electrical man is going to connect with this maintenance work and how he is going to handle it at a profit.

It is worthwhile then to report the experience of a neighborhood dealer in Louisville, Ky., who is developing his neighborhood maintenance and service business at a profit and making this end of his business also a feeder for other profitable transactions.

This dealer, J. B. McDonagh, who operates as the Acme Electric Company, has been in business about three years. Unlike many other contractor-dealers he did not graduate into business from an experience as a wireman. He was an automobile salesman who thought he should get into business for himself and without any background electrically set up with a young man who had some wiring experience, as a contractor. They went into business when small house wiring work was plentiful and large profits seemed probable if not certain. The expected large profits did not materialize and the partner passed out of the picture, but McDonagh stuck it out alone and by the process of trial and error, aided by real business sense, has developed a good volume in store sales,

service work, and in contracting. Perhaps it was his automobile background, where service is not performed for nothing, that directed his attention to the service for the home business in the electrical field. Whatever the reason, this has been a part of his total business from the beginning and is a steadily growing and expanding source of profit.

Has Good Location

A neighborhood electrical business, like a neighborhood drug business, must be easily accessible by many customers. So McDonagh's store is located at what is both a traffic center and a local shopping center. His electrical store is next a corner drug store and in the same block with grocery stores and meat markets.

When he moved to this location from one less favorable he faced a great increase in rent. The present store rent is three times that of his

former place but the traffic justified it, sales immediately went up until the total is now four times his former sales.

The store and windows emphasize the character of a neighborhood service store. Small electrical items for which the need is continually arising are prominently displayed. Lamps are of course the leader and McDonagh has a lamp contract which testifies to the amount of walk-in business which can be easily developed when location and display combine to remind the man going home or the woman visiting her grocer that there are empty sockets at home.

Adds to Customers

As an adjunct to his electrical goods and a further convenience to his customers, McDonagh, about a year ago, put in a small line of hardware. Carrying only convenience or over-the-counter hardware items this department has shown a steady growth and has brought many people into our store who have bought electrical merchandise in addition to their purchases of hardware and some of whom have become steady customers.

This matter of regular customers is one of the most interesting developments of this business. In this section of Louisville, a substantial residential quarter, McDonagh has some three hundred customers who carry charge accounts and who call on him not only for all the odd maintenance, repair and extension jobs for their homes but who buy in the course of the year, a worth-while volume of electrical merchandise. It has also happened that the contact established with business men through servicing their home electri-

Getting Sales Out of Repair Calls

CALL to replace blown fuses can be made the starting point of a relation profitable to both contractor and customer. McDonagh charges a minimum of \$1.25 a service call. The service man is a salesman as well and inspects the wiring and appliances in the home, suggesting and selling repairs, new wiring, and new fixtures.



Lamps and convenience devices are prominently displayed in the Acme Electric Company store, Louisville, Ky. The appliance showcase is so located that the customer's attention cannot fail to be attracted.

cal equipment has led to commercial wiring and lighting jobs.

The first job in the customer's home is usually a very small one but it is the point of contact with the customer and this first job is handled with as much care and thoroughness as though it were a large and profitable one from an old customer. That is one of the outstanding reasons why McDonagh gets a continuance of business from his growing customer list.

Not that the first job is done at a loss. In many cases a call to install new fuses is developed into a service job of some size.

After an experience in pricing such first calls at an unprofitably low charge, McDonagh has fixed the minimum service call charge at \$1.25. This pays for a full hour of a man's time—from leaving the shop to his return. It also provides a half hour on the job and the point which develops customer interest and good will is that the man spends the full half hour in the home.

Naturally, it does not take a man half an hour to replace a fuse, but these men make an inspection of the wiring and appliance to determine the reason for the fuse having blown.

When found, the source of the trouble is corrected then and there if it is a small matter. If it is something which will require more time and work it is called to the attention of the customer with the suggestion that it be attended to at once and often a tentative estimate of the cost is made. This estimate is kept open by the man on the job until a closer check-up can be made and the man always tries to get the work not on a fixed estimate but on a time-and-material basis explaining to the customer that this is a method of buying service which works out most economically.

Service Men Are Salesmen

There are three men who do most of this service and maintenance work and they are all on a salary basis. They have all been carefully trained and they realize that they are not merely service mechanics but that they are contact men and salesmen for an important part of the business.

A man with a developed sales instinct cannot inspect the wiring of a home without making suggestions that will lead to business. These men can show a customer how one or several convenience outlets in the

living room located with regard to the furniture and lighting would increase the comfort of the room, how a floor outlet under the dining table will enable cooking appliances to be more conveniently used, how a switch at the head of the cellar stairs promotes safety and comfort. And McDonagh's service-salesmen do just those things. Of course they do not always come back to the shop with orders but it is their experience that the suggestions always are well received. Women are interested in more convenient wiring and to many of them it is new and welcome information that they can have at a moderate cost their wiring reconstructed on a better basis.

The result is that slowly but surely McDonagh is building up a rewiring and a refixturing business which is growing to a worthwhile volume and at a good profit.

The thoroughness with which that first job is completed; the willingness and ability of his service men to make suggestions and recommendations which can later be turned into sales; and the realization by these service men that they are salesmen as well, are factors which have made no small contribution to the growth of his business, says McDonagh.

How Is the Appliance Market?

Chicago

"Sales Up 15 per Cent"

Appliance sales for 1926 exceeded those of preceding year by fifteen per cent. Washing machines and cleaners still ahead in point of numbers among the major appliances. Refrigerators tripled in volume and are being well received. Public showing a preference for quality goods but shop for prices. Instalment sales retain same ratio as heretofore, namely, three to one. Average terms ten per cent and twelve months to complete payments. Trade-in problem in washers, cleaners and ranges growing more acute. Dealer competition on terms and allowances continues unabated. Decorative lamps very popular. Minor devices in steady demand.

San Francisco

"Cleaners Leading"

Appliance sales slow, ranging from same as last year to fifteen per cent less. This also true of holiday business. Cleaners and refrigerators leading with washing machines and ranges closely following. 1926 showed abnormal demand for percolators during closing months. At present popular favor centering on toasters and waffle irons. Cold spell during December and January resulted in many heater sales. Public continues to purchase on price basis, one jobber reporting sales of

cheaper appliances twice those of better grade. This tendency decreasing, however. Installment purchasing necessary on major appliances with exception of refrigerators. Portable lamp business was exceptionally good but has fallen off since holidays.

New York

"Small Appliances Lead Steady Market"

Steady, unvarying demand for standard appliances, particularly those classified as minor appliances, characterized the metropolitan market throughout 1926. Sales closely paralleled 1925 figures without exceptional spurts or decreases, though several larger concerns operating over wide territory report increases of from 10 to 50 per cent this year.

Heaters, cleaners, toasters, percolators and similar articles accounted for 80 per cent of the year's business, it is estimated. Washer and ironer market generally weak in metropolitan area though outlying districts show normal volume. Interest in refrigeration gratifying and one dealer reports exceptional progress in sale of ventilating devices. Most outlets are concentrating on quality merchandise and this type of apparatus predominates, though "price" merchandise is getting much local business. Time-payment sales have shown a marked decrease this year, falling off from 10 to 20 per cent as compared to 1925 figures.

Cleveland

"Refrigerators Going Well"

Refrigeration offers best market in Cleveland. Apartment construction has stimulated this market and private homes are being equipped at rapid rate. Other electrical appliances moving slowly especially washing machines. Lack of employment in automobile fields has great effect on electrical trade and no marked improvement is expected for several months. Extension of easier credit considered essential to sales at this time. Possibility of lease proposition being offered on some devices later in year with option of applying payment towards new machine later. Vacuum cleaner market fair. Department stores making sales record in medium priced equipment.

Pittsburgh

"Trade on Even Keel"

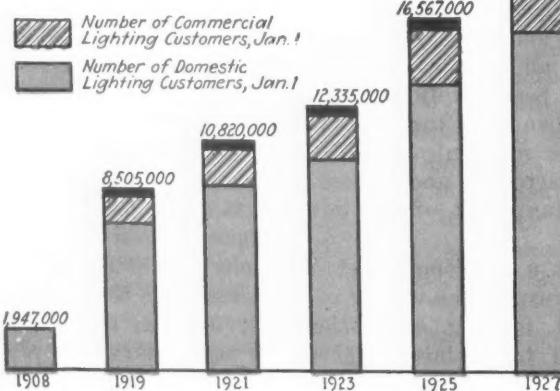
There has been no material increase in appliance sales this year at least insofar as major appliances are concerned. Much interest is displayed in refrigeration but the price seems to be a deterring factor. Washers and ironers are the fastest movers in the major line, with heating devices leading in the small field. Other appliances enjoy steady sales much the same as in former years. Instalment selling is increasing but it does not seem necessary to use the trade-in allowance to keep up sales. Judicious advertising of educational nature will do far more good. Spring business prospect promising.

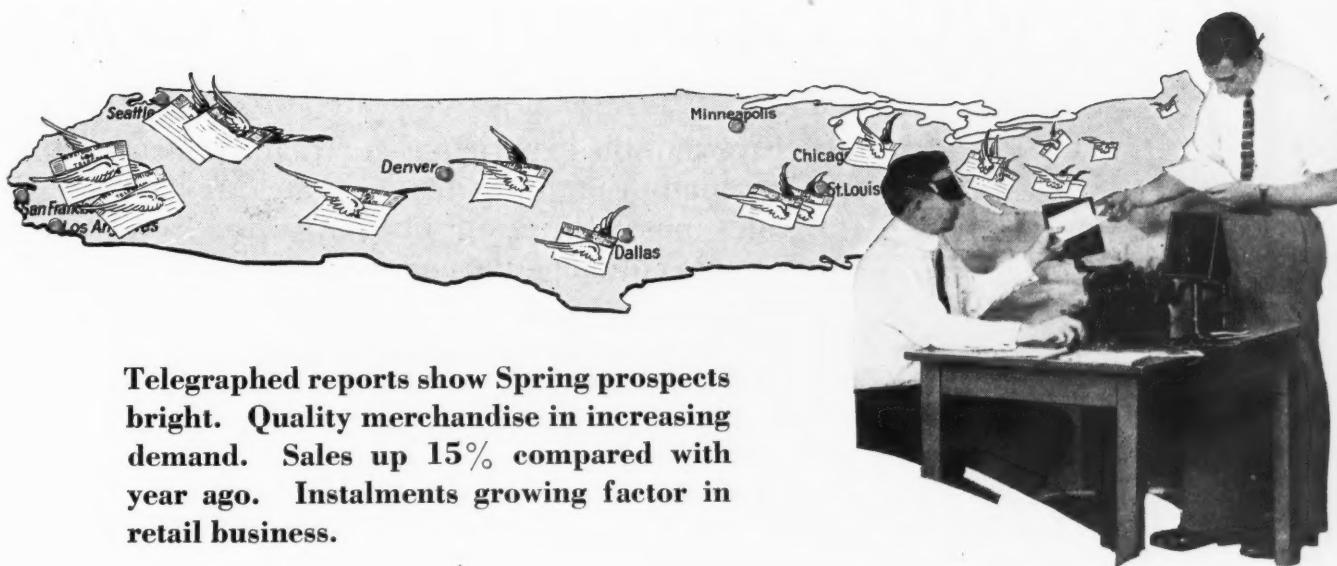
Detroit

"Popular Makes Selling"

Department stores report volume in electrical appliances about the same as last year. Distributors and dealers which handle favored brands are holding their own but others are running behind ten to thirty per cent. Sales declined from early October till middle of December with slight improvement since. Estimate total appliance sales fifteen per cent behind. Washers, cleaners and ironers are best sellers and very few refrigerators being sold in retail stores. Practically all appliances are sold on payments. Estimate fourth of all washers sales involve trade-in. Custom is to make flat allowance of \$15 to \$25. Outlook for spring business generally considered fair.

How Opportunity for Appliance Sales Grows from Year to Year





Telegraphed reports show Spring prospects bright. Quality merchandise in increasing demand. Sales up 15% compared with year ago. Instalments growing factor in retail business.

St. Louis

"Small Appliances Brisk"

1926 appliance sales showed a healthy increase over 1925. Best sellers proved to be electric irons, toasters and vacuum cleaners. Waffle irons also enjoyed large sale. Public demands quality first. Less than fifty per cent of buyers make price an issue. There has been a slight increase in instalment sales which increase is offset by a reduction in the length of terms on washers and cleaners. Trade-in allowances are not necessary but permit greater sales. The general feeling among the St. Louis appliance trade is that Spring business will show a considerable increase. General business conditions in this section good and dealers and contractors base predictions of good business for the new year on past appliance sales increases under similar general conditions. Holiday business was satisfactory in every respect.

will unquestionably be reflected in greater sales this year. Spring business has already exceeded that of 1926 by safe margin.

New Orleans

"40 per Cent Better, Refrigerators Ahead"

Appliance sales increased 40 per cent in 1926 over 1925 and a 25 per cent increase is expected this year. Refrigerator sales expected to jump to unprecedented volume and leading makes will probably double 1926 record. Washers have not sold well here due to an abundance of cheap domestics. Cleaners, ironers and electric heaters selling well. Public is buying merchandise of better quality and instalment sales are increasing. Trade-in allowances are not often asked for. Sale of electric refrigerators expected to make this spring's total appliance business exceed last spring's business.

Atlanta

"Electric Washers and Ironers Slow"

Merchandising of appliances in the smaller towns of the southeast confined with few exceptions to central stations which reports increased sales. Dealer sales fair and jobbers report increased business on all appliances but washing machines and ironers. Refrigerators and ranges merchandised in volume by central stations. Irons, toasters and waffle irons good sellers. Buyers exhibit little interest in cheap appliances others than those sold by department, hardware and drug stores. Instalment sales are on the increase. The greater portion of sales are ten per cent cash, balance in ten months. Longer terms on refrigerators and ranges prevalent. Trade-ins are rarely resorted to. Practically no trade-ins on washers and cleaners. Reports show wonderful outlook for spring business. Advertising of lowered power rates and development of new territories by central stations

Denver

"30 per Cent Increase in Appliance Sales"

Sale of electrical appliances increasing in Denver territory. Holiday sales on these commodities 30 per cent greater than during 1925 due to the fact that public demands quality appliances. Washing machines and sweepers are in great demand by country residents as fast as electric service is extended into farming communities. Majority of sales are on instalment plan and these are increasing. Reports show that few companies make trade-in allowances. This practice is being combatted by all larger operators. There is no indication that there will be more than a gradual increase in spring business. Conditions good especially in the farming communities. Central station service is rapidly being extended to these territories, opening up sales fields which are destined to become of importance to appliance retailers in this section.

Boston

"Range Sales Higher"

1926 appliances sales show gains over 1925, ranging from ten per cent to fifty per cent, based on records of fourteen central stations. Where industrial conditions have been normal, sales show 25 per cent gain. Best sellers are irons, toasters, waffle irons and curling irons. Majors lead with cleaners and washers. Range sales 10 per cent better in 1926. Public interested in price. Universal adoption of instalment plan and widespread use by central stations distributing on regular account basis noted. Terms average 10 per cent down as first payment for major appliances. Trade-ins not necessary. Central stations not interested except replacement of their own appliances. First quarter reported by central stations in this area shows fifteen per cent gain. Industrial conditions are steady and similar advances expected throughout spring.

Toronto

"Cleaners-Washers Lead"

Gross sales of electrical appliances in Toronto district during 1926 increased 15 per cent over previous years. Practically all appliances respond readily to intelligent sales effort with washers and cleaners heading the list as best sellers. Refrigerators and floor polishers have shown gains of from 50 to 100 per cent over previous totals. Ranges are going into many of the better homes via central stations. Ironers are at the bottom of the list. Goods such as irons, grills and toasters moving in large quantities. There is a definite demand for less expensive appliances here. Instalment sales on major appliances are increasing. This plan of selling is finding greater favor with smaller dealers who are now able to negotiate the paper.

General greater increase in residential building promises well for Spring business.

Continued on page 138

"Prospect Scouting" by employees

Twelve hundred and ninety-three electric refrigerators in five months—forty per cent of which were sold as the direct result of employee effort.

Increase over sales for the same period the preceding year—480 per cent.

Average special commissions cost for prospects sold—\$5.63 per machine.

THESE are some of the outstanding features of a comprehensive drive for names of live prospects, through all the members of its own organization, concluded this fall by seven properties under the management of Hodenpyl, Hardy and Company, whose general offices are at Jackson, Michigan. These properties are: Consumers Power Company (Michigan); Illinois Power Company; Central Illinois Light Company; Commonwealth Power Corporation (Ohio and Tennessee); Tennessee Electric Power Company; Ohio Edison Company and Northern Ohio Power and Light Company. These utilities op-

erate through twenty-five divisions. They serve a population of 1,500,000 and have on their lines 325,000 residence meters.

The interesting feature of this electric refrigeration sales endeavor was that the pressure was directed—through its general organization of over 5,000 employees—toward the securing of live-prospect names and that no special inducements to buy were held out to the consumer. In the words of Donald M. Mackie, director of special advertising for the management company: "Here is a natural sales tool that lies at our right hand—the average employee. It has not, it seem to me, been adequately utilized in the past. Utilities occupy the unique and strategic position of having practically all their forces living in the actual zone of sales operations. This small army of workers—with its thousands of

consumer contacts every day—if properly coached and given the incentive of reward, can go a long way toward furthering the program of appliance sales and load building."

In the solution of the problem of training and enthusing a large, scattered and diversified force of men and women in a job entirely different from its daily task, rests the success or failure of such a plan. This undertaking was accomplished largely through these mediums:

The holding of group meetings in each division addressed by a sales executive from headquarters and by the local merchandising manager.

The mailing of 5,700 special bulletins, "Ice-by-Wire," twice a month to the *home addresses* of the available employees.

The offering of \$10 flat commission for each prospect's name who purchased and of an extra bonus of \$3 on each sale if the district made its monthly quota.

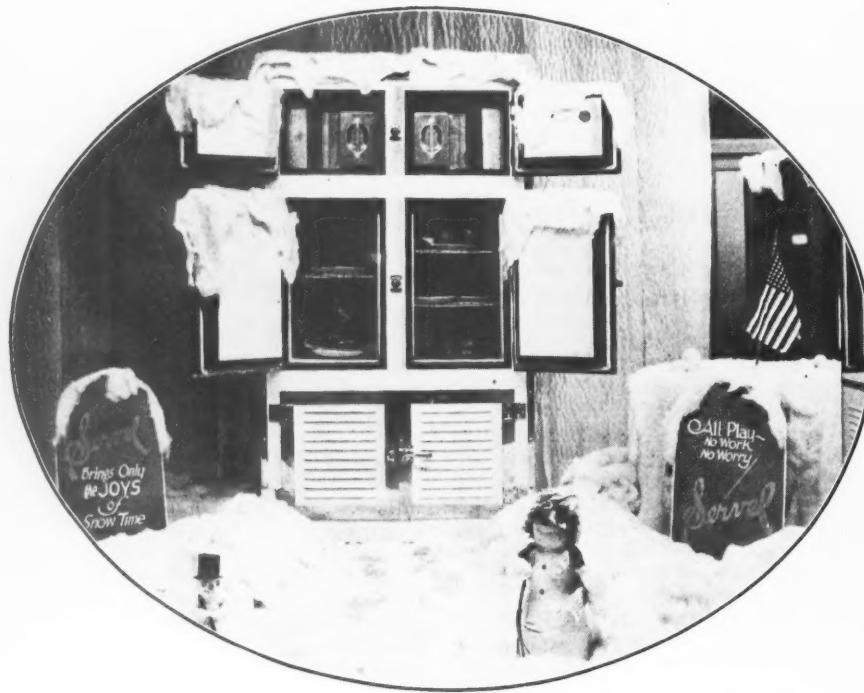
One hundred merchandise prizes—valued at \$3,600—to those turning in the most prospects that resulted in sales.

These last two factors provided, naturally, the real incentives for hard and continued canvassing of friends, relatives and acquaintances.

Nine hundred and sixty persons took advantage of this opportunity to supplement their salary. The winner, Mrs. A. E. Sively of Chattanooga, Tenn., submitted forty-seven prospects who purchased electric refrigerators. Her commissions, bonus and first prize, a refrigerator, amounted to \$890.

While the average added selling cost per refrigerator, chargeable to employee commissions and prizes, was \$5.63, it should be borne in mind, says Mr. Mackie, that increased advertising and other expenses incident to a special terms or other buying inducement campaign, were eliminated.

Mackie was questioned concerning the length of this campaign. "Five months is not too long a period for an effort of this special nature," he



The distinguishing feature of this refrigeration window, run during the employee prospect-gathering campaign, lies in its "human interest"

Doubles *refrigeration* Sales

said. "It takes time to get a project of this kind under way. Hundreds of persons are involved and they have to be sold the idea. The public as a whole knows very little about it and does not weary therefore as would be the case with sensational advertising. The expense of the bulletins per issue, including mailing, being only ninety-four dollars there was no financial drain involved calling for quick action. The salesmen were able to attend to their other selling interests so it was not necessary to limit the time to one month as is the case where the entire facilities of the sales organization is concentrated on one application."

The Human Equation

To obtain maximum results from a plan of this nature, a careful study must be made of the human elements involved, it was stated. The average clerk, for example, possesses a natural reticence about approaching either friends or strangers when it comes to suggesting that they buy anything. This was surmounted by requiring that the suggested time for an appointment with the company's regular salesman only be submitted.

The time element of five months also worked to advantage. As the commissions began to come in, courage and skill increased until the last two weeks of the drive brought a shower of leads which exceeded the expectations of the most optimistic.

The generous size of the commissions and other substantial inducements to "get busy" were necessary because of the great inertia of the employee body as a whole to this kind of effort, said one executive. "The splendid results entirely justified this policy and averaged down overhead, promotional and commission expenses."

So successful was this project that a plan for further employee participation in the selling of appliances is under consideration. This would take advantage of the momentum and enthusiasm already created.

"There is no reason why employees should not function in this prospect-gathering capacity all year, doing better month by month, as in our experience," declares Mr. Mackie.

Deductions from the Tyler Electric Range Experiment

1. There is a vaster field for electric ranges than is even dreamed of.

2. Electric ranges, where the rate averages 4 cents per kw.hr., can be sold in quantities against a gas rate of 67 cents per 1,000 cu.ft.

3. The people are ready to cook electrically. In Tyler it is now a commonly accepted fact that it is only a question of time when 90 per cent of

its white housewives will own electric ranges.

4. To obtain a quick saturation a trade-in allowance must be granted.

5. It is advisable to stage a range drive every 90 days. This keeps interest from lagging.

6. In a farming community—follow the crops.

G. B. RICHARDSON,
Merchandise Manager, Texas
Power and Light Company

Continued from page 81
pared to cash in on the peach crop. This ripens in July and August.

"I determined to go after the masses this time on the theory that if electric ranges are first sold to the wealthy the opinion is created that they are a luxury beyond the reach of the average citizen. I selected, therefore, a low-priced range which cost the company less than \$60, gave it a thorough test and then priced it at \$145 including installation. This gave me a margin which made it possible to advertise '\$40 for your old stove.' I ordered

a car load of these ranges shipped to Tyler. Some folks thought I was crazy. 'It can't be done,' they said. But I smiled and sent another demonstrator to Tyler. This time, I enlisted the support of the local lineman, line foreman and cashier. The ground had been cultivated and the 'peach crop' was ready for picking," Mr. Richardson explains.

Not a detail was overlooked, it appears. When a woman would show genuine interest in the range demonstration in the show room, the lady demonstrator obtained her name on a registration card "to permit

you to participate in our souvenir drawing."

The demonstrator would have the lady hand her this card and before it was dropped in to the box she made an imprint with her thumb nail in the lower right hand corner of this registration card. As soon as the drawing was over the cards with the thumb nail imprint were immediately turned over to the range salesman and within twenty-four hours those ladies were called on in their homes.

As this drive was held during the hot spell, emphasis was laid upon the fact that electric heat is confined heat and the kitchen, therefore, is as cool as the living room. An offer was also made to instruct the help and, in case a maid left, the same instruction would be given without charge to the new maid.

Within a two-weeks period, the company sold seventy-five electric ranges.

"The peaches were ripe; we shook the tree and they fell right into our basket," says Richardson.

Drive IV—Cotton, *

"I learned this, from the midsummer campaign," he continues, "people can be educated to appreciate the many advantages of the electric range. And don't think the gas company was idle during that July and August. They came out with a trade-in offer also, but I gave them

Continued on page 1

How Texas Power & Light Co. Worked Up Electric Range Sales

	CAMPAIGN I. MARCH 9-21-1925 THE BERRY SEASON	CAMPAIGN II. MAY 11-23-1925 THE TOMATO SEASON	CAMPAIGN III. JULY 20-AUG. 2 - 1925. THE PEACH PICKING TIME	CAMPAIGN IV. SEPT. 21-OCT. 3 - 1925. THE COTTON CROP.	FIVE CAMPAIGNS. IN 1926 THE FIFTH BIRING HOLIDAY SEASON
PUBLICITY.	ONE FULL PAGE NINE $\frac{1}{2}$ - PAGES INVITATIONS.	ONE FULL PAGE EIGHT $\frac{1}{2}$ - PAGES. INVITATIONS.	ONE FULL PAGE NINE $\frac{1}{2}$ - PAGES. 2000 BROADSIDES.	SAME AS I.	AVERAGED A TOTAL OF FOUR PAGES NEWSPAPER ADVERTISING AND 9 MAILING PIECES.
ORGANIZATION	LADY DEMONSTRATOR "A" ELECTRIC RANGE SPECIALIST SALESMAN A.	LADY DEMONSTRATOR "B" ELECTRIC RANGE SPECIALIST SALESMAN B.	LADY DEMONSTRATOR "C" ELECTRIC RANGE SPECIALIST SALESMAN C.	LADY DEMONSTRATOR "A" ELECTRIC RANGE SPECIALIST SALESMAN A.	SAME GENERAL PLAN AS FOR 1925.
METHOD	CONTINUOUS COOKING- DEMONSTRATIONS "STAND UP" SYSTEM. CLOSE FOLLOW UPS.	THE "NEW MENU EVERY DAY" METHOD. SEATS WERE PROVIDED.	SAME AS I.	SAME AS II.	SAME GENERAL PLAN AS FOR 1925.
APPEALED TO	WAGE WORKER	HIGHER SALARIED CLASS	WAGE WORKER	HIGHER SALARIED CLASS.	ABOUT ON SAME PLAN OF ROTATION AS 1925.
Ave. Sale Price	3 At \$162.50	5 At \$165.00	75 At \$162.00	25 At \$156.00	337 At \$156.00
* TOTAL SELLING COST	\$930.22	\$985.22	\$1150.22	\$1100.22	\$6515.22
TERMS.	\$10.22 DOWN \$10.22 A MONTH.	\$10.22 DOWN \$10.22 A MONTH.	\$40.22 FOR YOUR OLD RANGE. EASY TERMS.	\$10.22 DOWN \$10.22 A MONTH \$20.22 MAXIMUM ALLOWANCE FOR OLD RANGE.	ABOUT SAME AS IV.

* SALARIES AND EXPENSES OF SALESMEN AND DEMONSTRATOR FOR TWO WEEKS; ADVERTISING, PRINTING, & POSTAGE, DECORATIONS
AND DEMONSTRATION MATERIALS.

Appliance Advertising with a Sales Punch

IF FATHER ONLY DID THE WASHING ONCE

he would realize what a heavy task it is, and what a strain it is on mother's health and strength. And it is so unnecessary. A Beatty electric washer will relieve the tired mother of all the drudgery of wash day. Here is your chance to get one of these machines at unheard of terms.

A GREAT CARLOAD SALE

We are distributing three carloads of Beatty Electric Washers on the remarkable terms shown in the advertisement. While this shipment here you can secure any one of our high-grade Washers with only One Dollar down and the balance on easy weekly payments. And included with each washer you can have your choice of five of the accessories shown at the right. Just think of it! A complete washing outfit that will double the value of your washer. And when you pay \$1.00 down and \$1.00 weekly you are required to put it in your home, installed and demonstrated. After that you pay by easy amounts you never miss. What home is there too poor to spare a couple of dollars a week? After a few months the whole thing is paid for, and will guarantee your comfort and satisfaction, and a real oak serving for the rest of your lifetime.

Great Carload Sale

\$1.00 down plus the complete outfit for your home.

Choose Any 5 of These Premiums

Announcement

At 3 P. M. Friday
In Our Store Window
We Will Wash
100 ONE-DOLLAR GREEN-
BACK BILLS
In the Newly Improved
One-Minute Washer
See Us Do It.
Won't Tear Anything—
Washes Rugs to Lace Curtains.
50% More Per Batch.

A FREE TRIAL
Will Prove Its Superiority.
EASY TERMS.
Trade in the Old One.
\$25 Floor Lamp Free.

Dodge Brothers
239 State St. Was. 5050

Great Carload Sale

\$1.00 down plus the complete outfit for your home.

Choose Any 5 of These Premiums

Announcement

At 3 P. M. Friday
In Our Store Window
We Will Wash
100 ONE-DOLLAR GREEN-
BACK BILLS
In the Newly Improved
One-Minute Washer
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A FREE TRIAL
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EASY TERMS.
Trade in the Old One.
\$25 Floor Lamp Free.

Dodge Brothers
239 State St. Was. 5050

Here's another one of our
"Hand Picked" Salesmen



EDWARD L. BURCH
Dodge No. 2, Irving Park
Blvd. at Irving Ave., Lake
Shore Drive, Chicago, Ill.
Telephone, 5154
Kensington Ave., June 3627
Montrose.

HE SELLS THE
Maytag
ALUMINUM WASHER.

The very fact that a man is associated with MAYTAG is positive proof of his personal qualities—and his successful and unquestionable past record.

We are proud of our men—we select them with the greatest care. Every one must pass the rigid investigation of a dependable business company before being considered worthy to represent us in your home.

Almost all MAYTAG men are married—solo live in their own homes in the territories to which they are assigned.

Never under the honest intention of a MAYTAG man. When he calls at your door, ask him to give you a few minutes of your time in order that he may tell you of the many remarkable features of the MAYTAG ALUMINUM WASHER. You will find he has some interesting facts to tell you about Washing Machines.

Believing that you have a right to know all about the MAYTAG before you buy, we have instructed our salesmen never to sell a washing machine first giving a demonstration.

Call Mr. Brown—Central 4913—for a free demonstration, or fill out the coupon below and mail for catalog.

MAYTAG CHICAGO CO.
337 W. Madison Street—9th Fl.
Charles Kretsch, Distributor



Customer
I am interested in Washing Ma-
chines and would like to have more
information. Please send me a copy
of your catalog. Thank you.

NAME: _____

ADDRESS: _____

FREE ADVICE

WHY

should you ladies who are lucky enough to have your own homes and families to look out for always think that you should sacrifice your youth and good looks just to

DO

some of the most menial tasks that can be so easily accomplished by the modern electrical household appliances of the present day?

WOMEN

who are truly thoughtful of the comfort of their husbands and families have discovered some new thoughts. Don't save money at the expense of your bodily health and youth! It is easy to

GROW

old, but it's not so easy to prevent those lines of work and worry from getting a good hold on your otherwise young wife. In fact, it's rather a hard matter to keep from growing prematurely.

OLD

with all the necessary worries of keeping home and babies. Good judgment will tell you that your youthfulness will fly away if you try to do all the work without taking advantage of the up-to-date electrical servants which can be bought so easily from WASHER WILSON with the assistance of his finance plan. Personally, if I were a woman, I would

SOONER

use my energy in keeping my youth

spend time, as well as money, later on, in a vain attempt to recover the most priceless thing that has slipped away, never to return—YOUTH. A real good piece of advice, if it is followed, is worth plenty of money. Take the average run of

MEN

today, and ask them to do the washing next Monday morning and see what happens. They will call on one store, which is the largest retail organization selling WASHERS and IRONERS on the whole Pacific Coast, and get a free service, and a free demonstration. Call on WASHER WILSON to see his new model, the C. "Double A," a Maha washer and give them a demonstration on the family wash, without any obligation to buy. Then see them dig up the \$10.00 and tell the demonstrator to leave the washer.

If every wife could know what every widow already knows, it would be easy to sell insurance—if the first wife could know what the second wife gets, she would demand lots of things that she is entitled to RIGHT NOW.

IT WON'T BE LONG NOW

until the laundry problems in your home will be solved by buying a Washing Machine and Ironer.

Washer Wilson

1409 Fifth Street
Telephone 612-39

WE SELL
23 Different Makes of Wash-
ers and Ironers at prices
from \$88 to \$185

FREE DISHES

A close study of these ads will repay any merchandiser. Every one of them dramatizes a selling idea.

OUR SALE SUCCESS?

Look at This List of Purchasers

MR. P. J. MORRIS. MR. J. A. JONES.
REV. JOHN J. MCSEWEN. MR. J. H. DORRIS. C. LEE DAVIS.
MR. J. H. DORRIS. C. LEE DAVIS.

Southern Public Utilities Company

FREE DEMONSTRATION

Today, and ask them to do the washing next Monday morning and see what happens. They will call on one store, which is the largest retail organization selling WASHERS and IRONERS on the whole Pacific Coast, and get a free service, and a free demonstration. Call on WASHER WILSON to see his new model, the C. "Double A," a Maha washer and give them a demonstration on the family wash, without any obligation to buy. Then see them dig up the \$10.00 and tell the demonstrator to leave the washer.

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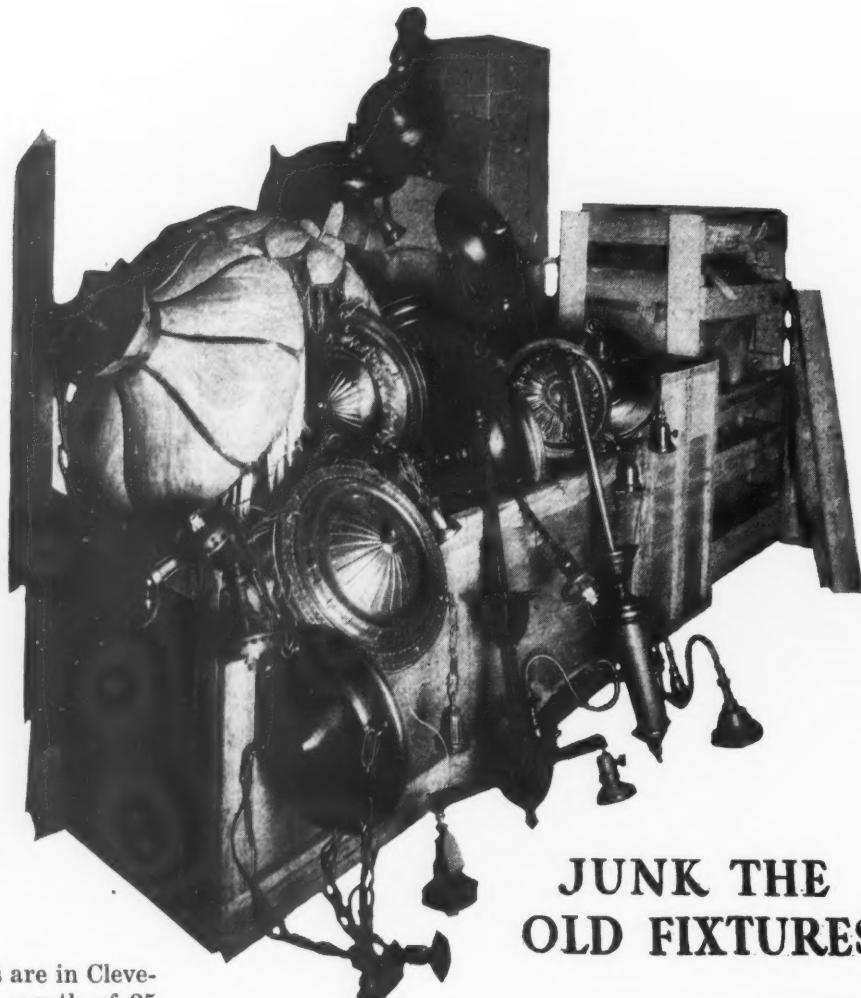
"Better Style, Better Light" L

In a one-month campaign, the Ohio Public Service Company sold 3,395 ceiling fixtures and 582 kitchen units—Other appeals featured were the "on-trial" offer, easy terms, and \$4 for old fixture

THAT the home already wired offers a wide and responsive market for the sale of modern decorative lighting equipment and that this business need not necessarily be booked at a loss are facts apparently established by the results of the November, 1926, refixturing activity of the Ohio Public Service Company, whose headquarters are in Cleveland. During that month of 25 working days the sales of its nine divisions totaled 3,395 ceiling fixtures. As a byproduct of this effort, 582 kitchen units were disposed of. The aggregate lamp wattage sold was 1,108,845, or approximately 22,000 bulbs. There are 60,000 resident customers in this territory.

"It was the result of having the right fixture styles and of careful planning supplemented by the painstaking training of our salesmen," states C. L. Dunn, general new business manager of this utility and chairman of the Home Lighting Committee of the Commercial Section, N.E.L.A.

Each division was given a sales quota, believed at the time to be sufficiently "stiff." Elyria, Ohio, exceeded its assignment by 213 per



JUNK THE OLD FIXTURES

A few of the old fixtures replaced by the Ohio Public Service Company. Some are still serviceable and not entirely obsolete, but genuine salesmanship replaced them.

cent. This city offers, therefore, an excellent example of "how it was done."

The November inducements were: "Four dollars for your old fixture; twelve months in which to pay, and 'on trial' if desired," according to J. B. Johnson, vice-president and general manager of the Elyria division.

"But, to my surprise," he declares, "it soon became evident that these arguments did not, of themselves, 'pack the desired punch,' as they say in fistic circles. Neither did the

appeal to pride, to 'buy new fixtures because your old ones are shabby' create very much excitement. The second week of the refixturing activity therefore my men were told to talk: 'better lighting'; 'save your children's eyes by using more, but shaded, light'; 'fewer shadows and less glare'; 'decorate efficiently with light.'

"The response to this angle of approach was instant and substantial. At once, my six door-to-door men began to turn in orders averaging ten fixtures per man per week and twice that number of prospects for my fixture specialist to close."

Johnson breaks down the refixture selling problem into three actuating factors: The vital need for better illumination, which can only be sup-

"Lands Refixturing Order

plied by the modern fixture with its four or five 40- to 60-watt shaded bulbs, is sales factor number one.

"But how do your salesmen convince the prospect that his or her present illumination is inadequate?" Mr. Johnson was asked.

"Mainly by the two-watt-per-square-foot formula," he replied. "The room is measured, its square footage ascertained. This multiplied by two, will give a fairly close estimate of the wattage required to light properly a living room. If the ceiling is more than 8½ feet high or the wall paper dark, due allowance is made.

is, naturally, that of style. "What shall I select?" Here is where the services of a trained fixture salesman are, according to Mr. Johnson, practically indispensable.

"When a woman comes to the point of selecting her second set of fixtures she wants to know 'what's what.' It's just as if she were picking out a second husband," he says, "she wants to be sure to improve on the first one. That is why my fixture specialist, Guy Hale, closed, personally, over 300 fixture orders in seven weeks. He *knows* styles, periods, harmony, illumination and the practical end of fixture hanging. Let me

Re-fixture your Living and Dining Rooms with modern Lighting Equipment:

Illustrating the 5-light Series designed especially for one-and-a-half watt shaded bulbs. It is a series of decorative light for "a whole room" of illumination combined with beauty for 25¢ per month for 12 months.

The Best Way To Decorate Your Home — **Cheapest, Too!**

You can't beat lighting as a means of home decoration. For lighting brings cheer and beauty to your room, and adds to other improvements, and at far less cost. Our special fitting and living room offer gives you the kind of lighting that contributes to your comfort and adds the needed decorative note to your home.

Liberal Allowance for your old fixtures

You need not sacrifice your old living and dining room fixtures in order to obtain the new for your important rooms. We're paying real money for such old equipment during this special period.

Free Demonstration

If you do not care to have your old fixtures removed, we will call at your home either Saturday or during your leisure, or on the Free Trial Service. We will then take away your old fixtures, and you may either satisfy us to remove the fixtures at our expense or keep them and pay us a nominal amount to your service men for their services for 22 months.

Now is the Time!

Style changes in fixtures as in everything else. This is your opportunity to solve an equipment that is both modern and highly decorative.

PS The Ohio Public Service Co.
405 Broad Street
Phone 2331



This room, on the second floor of the Ohio Public Service Company's building at Elyria, Ohio, contains the necessary assort-

ment of ceiling fixtures to satisfy the demands of the prospect who intends to relight her living and dining rooms.

After the prospect has been persuaded that, for the sake of the family's health, she should consider new lighting equipment the next question

emphasize, right here, that any dealer or commercial manager who is thinking of going after the refixturing business—and the market is

it's efficient and effective." The average person is interested at once.

To illustrate the present periods in vogue and the nature of the mod-

est stock suitable for a refixturing drive, the following itemization of the well-balanced assortment carried in the display room at Elyria is presented. If the response is at all active, four times this number should be available in reserve stores. This, together with glassware and single-light brackets will inventory, at cost, about \$1,100.

Hepplewhite, silver finish, living room—one; dining room—one; Queen Anne, silver finish, living room—one; dining room—one; Italian, venetian, black finish, living room—one; dining room—one; Italian, polychrome finish, living room—one; dining room—one; Spanish, old iron, merbelite finish, living room—one; dining room—one; early American, statuary bronze for living room—one; silver for dining room—one; old English (Colonial), weathered brass for living room—one; silver for dining room—one; Georgian, mellow brass for living room—one; silver for dining room—one.

As stated, the Ohio Public Service Company is advocating the use of adequate candle-power, shaded. "Decorative glassware" is the phrase employed when talking shades to the consumer. "It prevents eye-strain," its salesmen emphasize. "But I don't



This treatise of one of the periods as applied to the design of fixtures is hung on the sales room wall. Note the bank of remote control switches for lighting the more important pieces.

Conclusions of a Refixturing Campaigner

After having sold over 600 fixtures in two months, a vice-president of the Ohio Public Service Company draws these conclusions:

ONE salesman, at least, must possess the ability to talk convincingly concerning period styles and decorative harmony. Such a man will find a broad and responsive refixturing field and will be able to practically double the originally intended purchase commitment of the customer.

First, stress the need for better illumination; second, the fact that it may be obtained at comparatively slight cost and with the added advantage of enhanced decorative effect; and last, talk price, terms, on-trial and trade-in.

know that I will like those shades," or "How can I tell whether or not the equipment you recommend will light the room as you say it will?" the prospect frequently asks. To overcome this objection, the company provided as the first item of its third actuating factor—a strong closing—an "on trial" concession.

"We will hang the fixtures, equipped with the wattage lamps and shades we consider correct and you may try them for five days," it said.

Johnson places the number of persons who requested this privilege at 12 for November. This is about

three per cent of total sales for the same time. "Not over four cancelled their order or changed the installation as originally planned," he says.

Another closing argument, for November only, was the allowance of \$4 on the old fixture. "This helped close sales, of course," continues Mr. Johnson, "but was not a major factor as is evidenced by the fact that sales during December, when no allowance was granted and the selling pressure diverted to other lines, were within seventy per cent of those for the campaign month.

The third, and last, "clincher" was the offer of twelve months' terms. A ten-per-cent down payment was required. Approximately half the purchasers availed themselves of this.

Summarizing the lessons learned from a two months' experience selling replacement fixtures in Elyria, Ohio, J. B. Johnson makes four observations of wide application:

"The field was found to be much larger than anticipated," he declares. "To cultivate it productively required the full-time services of a man who knew his subject expertly—an individual possessing the knack of enthusing the home-owner about better lighting and harmonious decorative effects.

"Given such a trained salesman, eighty per cent of the city's wired homes became refixturing prospects and fifty per cent of actual sales were enlarged to double the amount originally set aside by the prospect for this requirement."

The prospect for a merchandising net profit on refixturing is revealed by the following table of costs. These figures are based on statistics furnished by the Cleveland and Elyria offices:

Costs in Ohio Refixturing Campaign

	Cost	%
<i>Selling Price (average at Elyria)</i>	<i>\$30.00</i>	<i>100</i>
One five-light living room fixture with shades and 50-watt bulbs.		
Cost (complete)	13.50	45
This article requires, and will stand, a liberal mark-up because its sale must be created and because it is a service commodity the market price of which has not been established.		
Commissions (salesman 10 per cent; supervisor 2.5 per cent)	3.75	12.5
Advertising (a minor consideration in this kind of selling, according to Johnson)90	3
Allowance for old fixture (in December the allowance was withdrawn and sales held up just the same)	4.00	13.3
Hanging	1.00	3.2
Margin left for other overhead charges and for net profit	6.85	23
	\$30.00	100

Departmentizing Brings Profit *to small business*

Avoiding conflict of authority between partners — increasing efficiency through making each partner a specialist

AMODERATE-SIZED business can find itself quickly by keeping track of a dozen and one little things that seem insignificant when taken by themselves, but which in a combination may affect the entire fortune of the enterprise. The Homecrest Electric Shop, Brooklyn, N. Y., began business without watching these little things, and the beginning was neither auspicious nor particularly profitable. The business is run by Isaac Rosenstein and his two sons, Herbert and Sydney.

When they began operations, and for six months thereafter, all three attended to the same duties and details, criss-crossing ever so many times each day, and disagreeing frequently as to the correct procedure when any two of them had the time to do so. After a while, this led to

the first notable improvement in method: they departmentalized. Mr. Isaac Rosenstein now handles electrical appliances and fixtures exclusively. Messrs. Herbert and Sydney divide the radio and battery departments between them. The result is that there can now be no question of procedure or authority for even when all three have to tackle one job together the final say-so reposes with the Mr. Rosenstein in whose department the work lies.

It also makes for highly specialized expert knowledge on the part of all three participants, for each can

now devote three times as much attention to his end as he could formerly. The reaction on business is simply this—customers soon detect the superior knowledge and authority with which each man serves in his department, and not only do they come back, but they also bring their friends, on much the same principle that one man will recommend a medical specialist to another.

For promoting sales, The Homecrest Electric Shop first resorted to intensive circularization, being in a distinctively home neighborhood, but did not content itself with that. A check-up was made of actual results, and when these were found unsatisfactory, resort was had to subway-station bulletins, the shop being within a few blocks of a subway. This medium was also checked closely and found to be a much more efficient business bringer than the circulars.

Then neighborhood papers were tried, and the results here carefully checked also. This medium was found to be on a par with the subway bulletins. Consequently both are being used. These merchandisers, however, have their minds and eyes wide open.

In the matter of selling electrical appliances and supplies Mr. Isaac Rosenstein has discarded all set formulas for mark-ups. The Home-



After burning one minute, the standard lamp is cool; the ten-cent lamp is hot



A member of the store personnel calls on each customer to ascertain if the article purchased satisfies

crest Electric Shop does not say "we will add so many per cent to our cost, and that shall be our selling price." That ancient recipe for price marking they decline to recognize. Other matters enter into each price.

A competitor is selling electric toasters very closely. Mr. Rosenstein has met his prices and added a slightly higher percentage to some less conspicuous item in order to make up his losses. At one time the business was faced with the tendency of a competitor to give little things away gratis with larger purchases. The Rosensteins immediately cut all their prices, and announced in their advertising "We shall give you a direct discount in price, or an equivalent improvement in quality. We offer no free gifts that you must more than pay for in the long run."

Cured the Competitor

Needless to say, the competitor was quickly cured. On standard advertised articles, list price is exacted, and protesting customers have their attention directed to the manufacturer's price mark. On miscellaneous items prices are subject to change from week to week depending on competitive conditions, sales, etc., but while a price is in existence, nobody entering The Homecrest Electric Shop can secure a better one.



Twice a year, inventory is taken, and the figures compared with those for the same period the last year

This has built up prestige for the business and respect for its prices, which are now seldom questioned.

Recently the shop ran into contact with ten-cent bulbs sold over the counter by a prominent five-and-ten-cent-store organization. The Rosensteins announced that they, too, carry carbon lamps in stock, but "we do not recommend them because within a very short time they will cost you in current several times what you save in price." The moment a customer raises the question of bulbs a special demonstration is

organized for his or her benefit.

Two lamps of equal size, one a carbon and one a Mazda, are placed in sockets alongside each other, and the juice is turned on for exactly one minute by stop watch. The moment the current is shut off the customer is invited to touch each bulb in turn. Naturally he finds the Mazda almost cool, while the carbon lamp has become so heated as to burn the fingers. Scores of people have thus been cured of their ambitions to buy ten-cent bulbs. Incidentally, the increased volume of lamp business has proved these demonstrations not only educational but also highly profitable from a merchandising standpoint.

In the matter of retaining customer good-will, the Homecrest Shop has adopted the most sensible methods in vogue in the best merchandised businesses. An accurate list is kept of customers' names, addresses, and purchases, showing dates, prices paid, and interest shown in any unpurchased articles. At regular intervals a member of the store personnel calls on each customer to ascertain whether the articles purchased are giving satisfaction, to give free advice and counsel on any electrical subject, and last but not least, to bring up again the articles in which an interest was shown but which were not purchased.

For the sake of keeping their fingers on the pulse of their business, the Rosensteins take regular inventories. Twice a year every item pertaining to assets and liabilities is carefully taken stock of and the status quo compared with conditions at the corresponding period of the preceding year.

Six Guiding Principles for an Electrical Business

As a result of experience, these six principles have been set up to guide the successful electrical and radio business of the Homecrest Electric Shop, Brooklyn, N. Y.

1. When a business belongs to more than one man, have each owner specialize in some particular end of that business.
2. Do not stick to one medium of advertising without testing that medium carefully for results, and be ever ready to change.
3. Merchandise prices to conform with competition, turnover, popular demand, and neighborhood conditions.
4. Be alertly curious as to what the "big fellows"
- are doing, and combat them with demonstrations and educational propaganda.
5. Keep in touch with customers personally and know what they are interested in and need information about. Serve them.
6. Take inventories and watch them closely. A semi-annual inventory will tell as much about a business as a physical examination will tell about health; don't let a business get sick.

A Rule Which Brings in Fixture Prospects

ACERTAIN proportion of the population of every community is in the market for fixtures. And the largest number of these are to be found hovering somewhere in the background of the new homes which are going up. To reach these builders and prospective buyers of electric fixtures is the aim of every fixture dealer. The J. C. English Company, of Portland, Oregon, has found that printed words cost less than spoken ones in reaching the average prospect—providing, of course, that you can get your printed words read.

An ingenious little folder which this company has recently devised to put into the hands of such prospects is entitled "A Rule for Correct Lighting" and contains, thrust into its cover page, a small, six-inch, wooden ruler. This is an article which is attractive to anyone and which insures attention.

Useful to Home-Builders

It is particularly appealing to anyone who is building a new house, for in such a place there are always dimensions to be measured. Moreover, it is appropriate to the message contained within the booklet, which suggests heights for brackets and outlets.

"Some Light on the Important Matter of Home Illumination" reads on the pamphlet when the page has been turned. There follow stimulating suggestions for each room of the house. The English Company points out that it does no wiring, but suggests the importance of adequate outlets and follows with concrete suggestions. Questions of taste are handled as well, in a way to suggest to the housewife that there may be more to the question than she had thought.

This pamphlet left in new buildings under construction has brought excellent results by way of telephone calls, which have led to salesmen's calls, and eventually, to a visit to the store.

Here again, the approach is a matter of prime importance. Mr. English felt that the fixtures should appeal to the housewife at once as something superlatively attractive which she would like to see installed

with just such an effect in her own home. And yet in looking at his own fixture rooms, it was obvious that the bedroom and porch fixtures undoubtedly did not look as well in the fixture display rooms as they did in their proper surroundings.

With this in mind he remodeled all one corner of the shop, papering the wall with delicate bedroom papers, with white woodwork, or with tiled bathroom effects. Against this background, the fixtures showed up to much better effect than against the dark background which was appropriate for the living room fixtures. Breakfast room and porch lights were shown against a brightly-flowered wall paper such as is common in such sunny places, with wicker furniture to carry out the effect.

None of these installations was extensive, but sufficient atmosphere was suggested so that while the customer was looking at the particular type of fixture, that which came within her immediate vision was in keeping.

Another change was made by Mr. English after analyzing his display room through the eyes of an imaginary customer brought in in response to his pamphlet was to segregate expensive from inexpensive fixtures.

He found that customers wandering into the display room where both were formerly kept would glance at the tags of some of them and then feel that the entire group was too expensive—or would have their taste spoiled for the line within the measure of their purse by comparison with the more expensive lot which they could not afford. A partition has there-

fore been put up in the spacious rear salesroom and on one side of this the more reasonably priced fixtures are displayed.

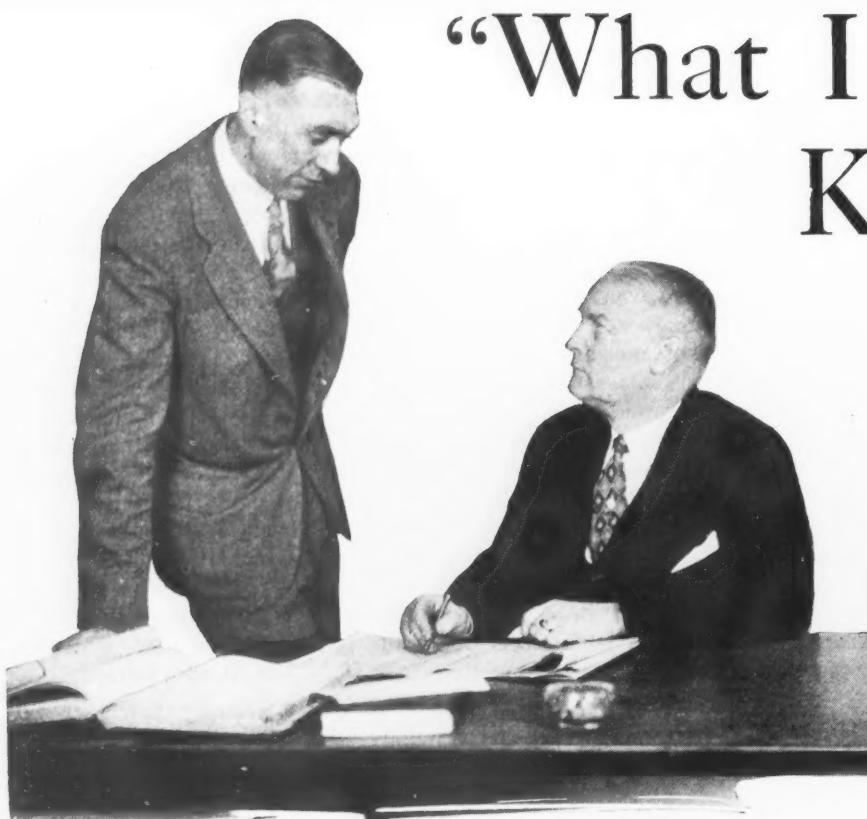
Only a few of the expensive fixtures are displayed and these are so hung that they can be moved from time to time and others substituted in their place. The cupboard houses all the extraneous material which is too apt to clutter up a sales room and also the more expensive fixtures which are not at the moment on display. This gives the salesman an opportunity to say "Let me show you this piece here which is particularly nice."

He removes the fixture from reserve and hangs it for the customer to see. The assumption on the part of the purchaser is undoubtedly that this is something new which has just come in. It is a curious bit of psychology that more fixtures are sold out of the cupboard than from the wall.



The J. C. English Company of Portland, Oregon, insures the attention of home builders by sending them an ingenious folder, through the cover of which is thrust a six-inch ruler.

"What I Want to Know Is—"



QUESTIONS AND ANSWERS on merchandising and business PROBLEMS submitted to readers

Ways to Meet Chain-Store Competition

The five-and-ten-cent stores and other chain stores (selling items up to \$1 and even \$5) are giving us increasing competition on the sale of electrical items. How can the legitimate electrical dealer compete with this type of outlet?

STORE owners and managers are beginning to realize that some of the ideas which have been applied so successfully to chain stores are also productive in the individual shop. The chain store method "makes it easy for a customer to buy—hard for him to keep from buying." There is no article in stock which is not displayed on the counter where the prospective buyer may see it, handle it, test it. The desire to buy is created through the medium of an attractive display; and though it may not work instantaneously, it is nevertheless productive in the long run, for it is a well-known fact that those stores use no other

advertising media than their windows and counters.

As regards counter displays, the principle involved is one which often seems strange to the average merchant. The various items are allowed space on the counter in direct proportion to their selling ratio. In other words, an item which sells twice as fast as some other item is allotted twice as much space on the counter. Conversely, it has been proven that as the space allotted to an article is increased (up to a reasonable limit), the sales of that particular article will increase almost in proportion. Therefore, if those articles which, all things being equal, would sell better anyway, are placed in the larger and more prominent spaces, the result is the maximum gross return which could be attained. For the article which sells poorly will not increase with an increase in space as fast as will the better item.

Many individual store owners work under the erroneous assumption that if the poor items are displayed prominently they will sell much better,

while the customer would ask for the faster item anyway. Such a system will not bring the increase which every merchant desires.

The same idea is employed with the window. The lower-priced and faster-moving items are placed in the front while the slower and higher-priced articles are kept to the rear.

How Far Is a Partner Responsible for the Debts of the Business?

Is a partner in a business responsible for the debts of his concern, or responsible only for his share in the ownership of the firm? What is the general law relating to partnerships?

ONE of the risks of partnership is that the member risks everything he owns. His risk isn't confined to the amount of money he has invested in the partnership capital, like the risk of a stockholder in a corporation who no matter how much the corporation owes beyond its assets, can't be held (usually) for anything beyond what he has invested in the stock.

The law has a few ways of retaining the character of a partnership and still limiting the risk to what a man put in, as by limited partnerships, special partnerships, joint stock associations and other similar schemes, but these are a little cumbersome, and are used only in a small percentage of partnerships.

In the typical old-fashioned partnership familiar to everybody, in which two or more men create a firm, with each one contributing so much to the capital, every member is liable for the firm's debts up to the limit of everything he owns.

It's surprising how few business men realize this. The other day a

seasoned business man of great knowledge and shrewdness, said, "I've just taken a flier with a cousin of mine in a scheme to make a new radio condenser he's invented."

"What did you do, lend him some money?"

"No, we got up a little partnership and I put in \$2,000. If the thing goes I want some of the profits; that's why I didn't make it a loan. It's a good gamble; even if I lose the whole \$2,000 it won't break me."

"But do you realize that you may lose more?" we asked him.

He hadn't; he thought all he could lose was the \$2,000. It was news to him when we told him he was responsible for every dollar of the firm's indebtedness. Of course, the other partner was too, but he had less need to worry, because he was not so substantial financially.

When a partnership fails; each partner is liable for all he has.

Cost of Electric Heating of Rooms

Have you any figures on the cost of electric heating of small rooms? We have had some inquiries for installation work of this kind.

TO DETERMINE the watts required to maintain a room at a constant temperature above its surroundings the following adaption of the Mills Rule, allowing 70 degrees Fahrenheit rise, follows:

Allow 0.35 watts per cubic foot of air space.

Allow 3.5 watts per square foot of exposed wall.

Allow 35. watts per square foot of exposed glass.

The watts required per cu.ft. of room volume will be found to average approximately as per table below, depending largely on the amount of glass surface, exposure and type of construction.

Interior rooms—0.75 to 1.25 watts per cu.ft. of space.

Exterior rooms—1.25 to 1.75 watts per cu.ft. of space.

Exterior rooms—with extra glass or greater exposure, 1.75 to 3 watts per cu.ft. of space.

Small isolated, exposed rooms—2.5 to 5 watts per cu.foot.

Comparison with Low Pressure Steam: Where one sq.ft. of steam radiation would ordinarily be used, substitute 70 watts.

Comparison with Hot Water: Where one sq.ft. of hot water radiation would ordinarily be used, substitute 45 watts.

Send In Your Questions

ELECTRICAL MERCHANTISING'S readers are invited to submit their business questions and problems to this department for aid and information. The editors gladly offer their services in helping to find solutions to the readers' problems.

How to Make a Meter for Showing Appliance Operation Costs

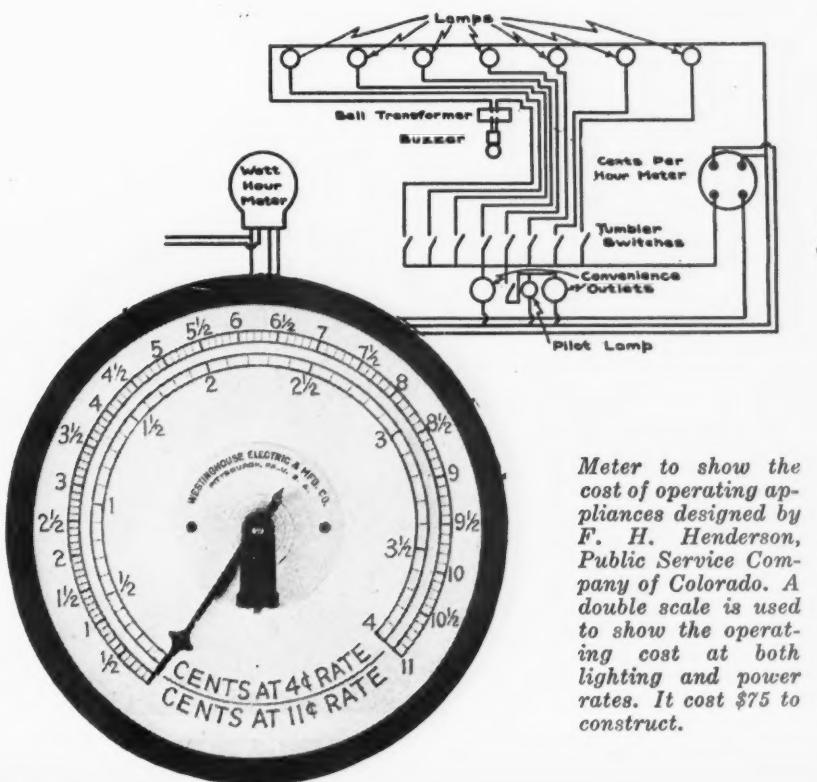
We want to install a meter or indicator so that the customer will be able to see directly for herself the cost of operation of whatever electric lamp or appliance she is contemplating purchasing. As a rule, most people associate large appliances with a large consumption of electricity and find it difficult to believe that a washing machine or a vacuum cleaner can be operated at so small a sum per hour as that stated. Can you furnish specifications of such a meter?

AN ORDINARY ammeter calibrated as shown in the picture, to read in cents per hour of operation

instead of electrical units, will allow the purchaser to make her own calculations, instead of depending on the word of the salesman.

The board shown was designed by F. H. Henderson, Boulder manager of the Public Service Company of Colorado. It is 3 ft. in height and 4 ft. in length and so designed and finished front and back that it can be moved about from place to place. A standard watt-hour meter and an ammeter calibrated to read in cents per hour are mounted on the meter panel. A double scale is used which shows the cost of operation in Boulder at the local lighting rate and also at the local power rate. Seven flush sockets are provided across the top of the panel, with lamps of 15, 25, 40, 50, 75, 100 and 200 watt sizes, so that the purchaser may test out the relative cost of operating these different sizes. A doorbell transformer with a push button and a buzzer is inserted between the watt-hour meter and the ammeter. Toggle switches at the base of the board control the individual lamps and the doorbell transformer. In addition a flush receptacle is provided which is connected to the line and another receptacle provided with a toggle switch and a pilot light.

With this arrangement it is possible to illustrate the cost of operation of almost any household device or combination of devices. The total cost of the board as built was \$75.



Meter to show the cost of operating appliances designed by F. H. Henderson, Public Service Company of Colorado. A double scale is used to show the operating cost at both lighting and power rates. It cost \$75 to construct.

A Big Business Built on



Examples of lighting and flood-lighting installations by Otto K. Olesen, Hollywood, California. Mr. Olesen has become widely known as a specialist in this type of work.



DEVELOPMENT of a profitable business in the virgin field of spectacular flood-lighting and spot and searchlight illumination of buildings, parks, estates and special outdoor events, is an opportunity open to a contractor or electrical engineer in nearly every community.

By careful study of current magazines and books on illumination and skilfull adaptation of the ideas to particular needs, some man in each town or city should be able to establish himself in a substantial business beyond the reach of ordinary competition.

This has been borne out in the experience of Otto K. Olesen, electrical contractor-dealer and illumination specialist, in Hollywood, Calif. Eight years ago, Mr. Olesen started in business with a small truck and a few, used, movie "lights." Today, he has a force of forty men in five departments; lighting, retailing, con-

uilt on Light

How Otto K. Olesen of Hollywood, California, sells, rents, and installs flood-lighting

struction, export and national sales, and stage-lighting equipment manufacturing.

Under the lighting department come two distinct classes of installations: temporary, spectacular illumination which requires expensive portable equipment, and permanent flood- and spot-light illumination which requires only such equipment as is installed permanently and paid for by the customer.

Permanent flood-lighting installations do not require a large amount of capital investment, and any contractor with a knowledge of how to produce the right lighting effects and an ability to figure costs on labor and material can make good in this work, and reap a handsome profit.

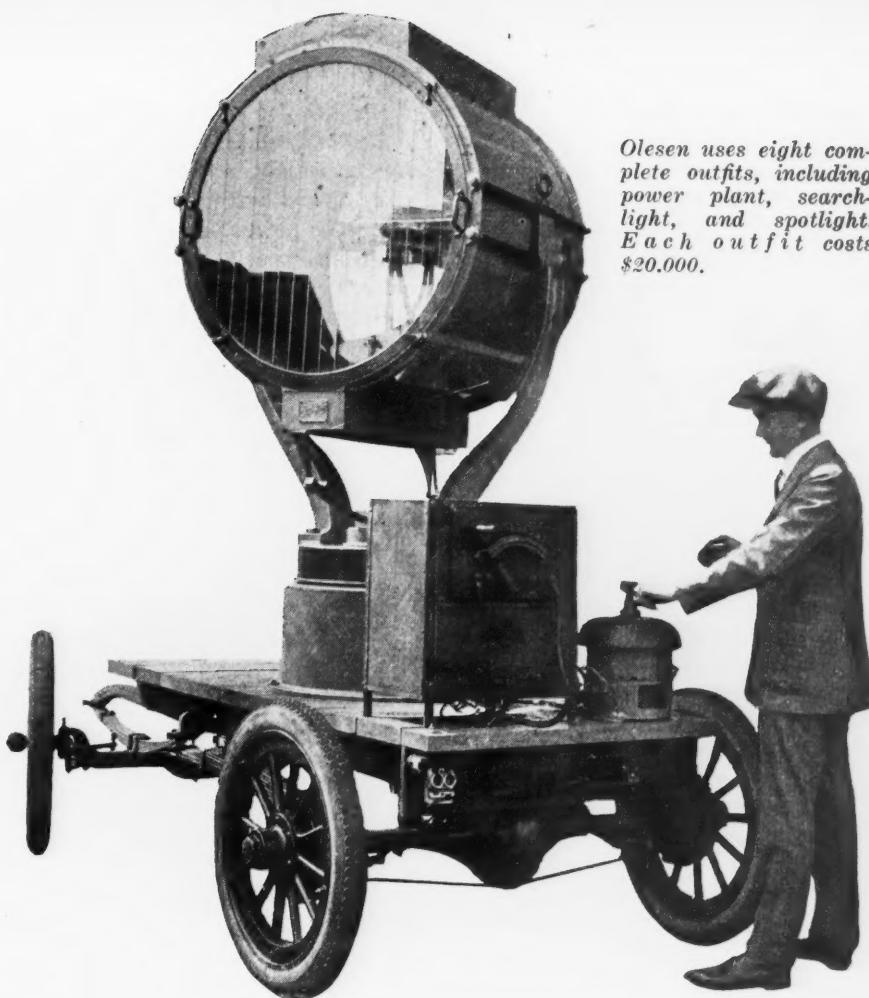
Olesen started in this type of work quite by chance. To attract attention to his store, he erected a couple of old marine searchlights on the roof, playing the rays on a store across the street. Noticing the startling effects, a banker sought out Mr. Olesen and requested him to install a flood-lighting system for the bank building. From then on, business was rushing.

Lighting is its own salesman. Clubs, banks, office buildings, palatial residences, gardens, theaters, parks, automobile show rooms and the Hollywood Bowl, the famous outdoor amphitheater seating 20,000 persons, represent only a few of the installations now bearing the stamp, "Lighting by Otto K. Olesen."

How to Sell Lighting

How Mr. Olesen sells, installs and maintains a job is shown in the typical case of the Guaranty Building, one of Hollywood's height-limit twelve-story office buildings.

Visualizing the completed installation, Mr. Olesen approached the owners of the building, with argu-



Olesen uses eight complete outfits, including power plant, searchlight, and spotlight. Each outfit costs \$20,000.

ments to the effect that electricity is the cheapest form of advertising, and that the exterior of the building could be lighted for the nominal cost of \$1.50 a night for five hours' illumination. This, he said, would enhance rental values and would attract more attention than a dollar and a half's worth of newspaper space.

In this case, the owners were not "sold" by words, so Mr. Olesen took a chance. For a cost of about \$50, he made a temporary installation; then invited the owners for an auto trip about Hollywood and surrounding territory. The owners were astounded. The building stood out against the sky line like a magnificent monument. The job sold itself.

How to Floodlight a Building

After carefully studying the special characteristics of the building, bearing in mind the desired effects, Mr. Olesen decided to use two principles of illumination. For the first two stories, he would use a bank of flood-lights placed across the street. For the upper ten stories, he would use projectors throwing vertical shafts of light exactly the width of each of the eighteen columns between the windows.

A ledge protruding between the tenth and eleventh stories made necessary the installation of an additional row of eighteen projectors at the base of the eleventh story. He took advantage of this to use colored lights, so he alternated six colors, red, white, blue, green, lavender and amber. The ledge readily hid the units from view.

For the lighting between the second and eleventh stories, Mr. Olesen used projectors which threw white beams up the columns. Great care was taken to make the beams sufficiently narrow to avoid spilling light into the office windows.

The units were suitably concealed by ornaments painted the same color as the building. For concealing units of this type, Mr. Olesen often uses imitation flower pots.

Since the surface of the building on the lower two floors was light in color, it was decided that three foot-candles per square foot would furnish sufficient illumination. If the surface were darker, more light would have been used.

Erecting the Flood-Lights

Placing the floods across the street proved to be a problem. It was impossible to erect the units directly

opposite the two sides of the building, so permission was obtained to erect a bank of eight flood-lights on the roof of a building diagonally across the street from the corner of the building. These were set back several feet to conceal them from the street.

Mr. Olesen has found that owners of near-by buildings are usually willing to donate their roofs for the purpose of erecting the flood-lights, when it is explained that the illumination will help the entire community. Where this is not possible and city ordinances permit, suitable poles may be erected on the curb line across the street. In either case, current is taken from the nearest transformer pole.

The effectiveness of the completed job caused favorable comment throughout the entire city.

The secret of making a good profit in the lighting business lies in the distinctiveness of the service. Mr. Olesen has taken illumination out of the competitive class in Hollywood. As he explains, "We have no competition, because we always lead in new and startling effects."

Portable Lighting Equipment

For the spectacular, temporary type of lighting which requires portable lighting equipment, Mr. Olesen's company has a fleet of eight outfits, each including a power plant to produce direct current, searchlights and spotlights. The searchlights use between 80,000 and 84,000,000 candle-power. Each complete outfit costs approximately \$20,000.

The Spark Plug

Westinghouse and Universal appliances well known, nationally advertised, and dependable electric appliances. Merchandise in which you can have confidence, that gives value and service.



Riddle Electric Fixtures The change going on in home lighting equipment. The appearance of houses is being altered and improved by the substitution of decorative lighting fixtures for the utilitarian fixtures. Riddle Fixtures are being selected for the dignity of style and the assurance of standard quality and value.

Electric Cooking Range The Standard, the most complete domestic range made. Aluminum lined oven, automatic oven, cooker, one hot plate, etc. See it.

Robertson Electric Corp.

Banish Washday from the Home!

The Thor Cylinder Washer makes laundering one of the easiest of weekly tasks. Laundry is washed in the cylinder, then can be washed spotlessly clean and hung on the lines to dry. The electricity cost is negligible.

The Thor is gentle for delicate chiffons, silks and laces, as well as heavier pieces. Thus you will clothes last longer.

Also, the Thor Folding Ironer saves you time and effort.

Sold on easy terms.

Servel Refrigerator

The Servel gives you real refrigeration, maintained without vibration. You will find that electricity is much cheaper than ice. The Servel is eliminated in the Servel. This saving alone may give you monthly payments on the Servel.

A very few dollars down will buy the Servel. Payments may be made in convenient regular amounts.

Spectacular illumination has become so popular in Southern California, hardly a retail store of any size opens without calling for a portable power plant. Fairs, expositions, special sales, openings of office buildings and real estate subdivisions, lodge and association gatherings, outdoor sporting events, and night racing all call for this portable equipment.

This type of illumination is used for two purposes. First, it attracts crowds. Searchlights playing in the

air are noticed throughout an area of 360 square miles. People, like moths, flock to the light. Second, it centers attention on the objects of interest, on an outdoor stage, track, crowd or building, or on the inside or outside of a store.

Such lighting furnishes its own publicity for the Olesen company. Crowds invariably gather around the lighting equipment and read the name, "Otto K. Olesen" in connection with his now-famous trade-mark, "We light the world."

Dealer Paper Gets Attention for Opening

WHEN the Robertson Electrical Corporation, 303 North Main Street, Santa Ana, Cal., had open house to mark the remodeling and enlargement of the concern's place of business, a number of promotion stunts were used which may interest other electrical concerns.

One of the most interesting of these various stunts was the distribution of the first copy of a monthly mimeographed publication called *The Spark Plug*.

The *Spark Plug* is a four-page publication, seven inches wide by eight and a half inches deep. Two thousand copies of these were used for mailing to customers and for distribution in the store at the opening. All the work on this little publication was done by a local advertis-

ing agency. The cost of this work to the Robertson Electrical Corporation was in the neighborhood of \$30.

The first page was devoted to two stories. The first told about the concern's new home and the second was hooked up with the appearance at the opening of "Cousin Oswald," a Swedish character who is nightly heard over KHJ from Los Angeles. This little skit was widely read and commented on.

Another story told about Robertson inaugurating an easy-payment plan for the purchase of goods. Another read: "We will drop everything tomorrow and give our time to entertaining the public. Business will be forgotten, and we will do our best to amuse, entertain, instruct, and perhaps reveal some of the wonders of electricity.

"The three leading radio stars of the Pacific Coast will be here to entertain you. Hatch Graham, 'Cousin Oswald,' the Swedish boy, and Viola Vaughn, all of KHJ.

"There will be several delightful demonstrations of electrical apparatus—electric range, electric refrigerator which makes its own ice, radio, etc.

"Coffee and cakes, cooked electrically for refreshments."

One of the features of the opening which made a particularly big hit with the visitors was that of "Cousin Oswald" taking the visitors on a tour of the store. This radio star led repeated trips through the store and on these trips pointed out the various articles in the establishment and described them in broken Swedish-English to the great delight of the visitors.

Mimeographed sheet, printed newspaper style, issued by the Robertson Electrical Corporation, Santa Ana, Cal., to advertise the opening

THE SPARK PLUG

Robertson Electrical Corp., 303 North Main St., SANTA ANA, CALIF.

"For Sale—Von Electric Current—Snead!" (Apologies to "Cousin Oswald")

Chris had say to us yesterday, "Chris, we want a little electric current to be used in our house, and if you can give us up cheap."

"Well, sir, it can run tuff job."

"Dey vera want all day had in stock your den. Dey want it for 12.00."

"Chris, we want a little electric refrigerator, but Jo Clark said he might loan us de von on de Thor Vaching machine."

"Chris, we want take it out and wear it up, de don thing yunged away and wear it up, de Westinghouse Electric house. Dey it snead out de wire, we want take it out and wear it up."

"Well, we finally found him on de wire, he want take it out and wear it up."

"Chris, we want take it out and wear it up, de Thor Vaching machine."

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When Hardware-Store Methods Are Applied to Electrical Selling

THE open display of miscellaneous electrical convenience devices and wiring supplies has resulted in increasing their sale 300 per cent inside of six months for Chas. W. Walmer at Wilkinsburg, Pennsylvania.

Walmer runs a hardware store and the display of small merchandise is a part of the hardware man's ABC which, two years ago, Walmer applied to his line of electrical goods. He knew that he could not reasonably expect his patrons to buy plugs, fuses, switches, and all the other items in that department unless they could see the goods.

Walmer judges people by himself and his wife. He admits that men and women generally like to keep to themselves the fact that they may buy this or that when they are ready. In the meantime, it's nobody's business but their own. They are looking around leisurely and will wait before spending their good money until they locate about what they have in mind. That is especially true of the cash customer and, to a considerable extent, of the charge customer also.

His twenty-five years of observation have led him to fix two factors in this phase of merchandising. The first is the article in itself, be it percolator, toaster, waffle iron, lamp, electric washer, sweeper, or even smaller articles. Good merchandising in his opinion unfailingly gets the articles out where the trade can find them and look them over.

So for electrical as well as hardware lines, he has proven the dollar-and-cents value of the display that gets all the goods out of their former nooks and cubby-holes and places them in convenient locations in excellent light and on a level or slightly below the easiest line of clear vision. The display should also be within reaching distance so that customers will not have to do some sleight-of-hand performances to touch the article, raise a lid, or lift it.

That is why glass showcases and glass doors on wall cases are taboo in his big store. That is why literally hundreds of articles in all his ten or dozen departments—for his is a departmentalized hardware store—

are out on low display tables like those in modern ten-cent stores. Low tables, that is, tables scientifically constructed to allow customers the greatest convenience when bending over to look closely, fill his 4,000 square feet of first-floor space attractively.

Another cardinal principle in the Walmer store is the matter of putting the price up where shoppers can see it without letting on that they are more or less anxiously looking for one that fits into their plans. "Charlie" Walmer, as his friends call him, sympathizes with the shopper that shrinks from a situation that forces him or her to admit that the price is higher than he can stand.

Prices Are Prominent

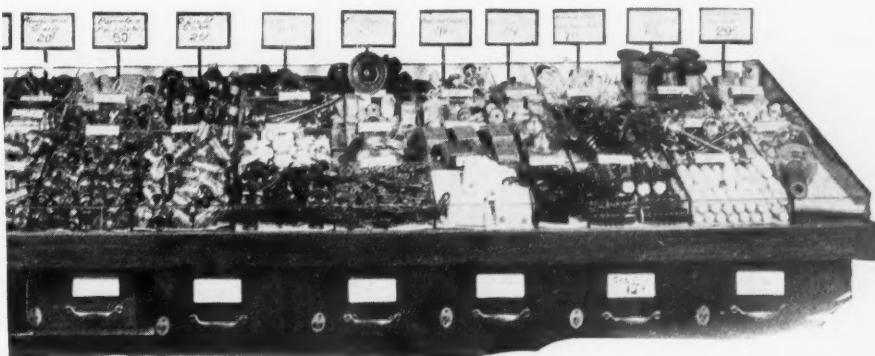
No customer is forced into that embarrassment in the Walmer store, for the price of every article is on a tag that stands up straight and stares him in the eye. Even cans of paint are marked in figures that can be easily read twenty-five feet distant.

He has done all that is humanly possible to let customers find what they are looking for in his store without the delay of going elsewhere. When a customer comes into his

store, it is an opportunity for the merchant. If that customer goes out without buying, although he or she may say, "I'll be back," the chance to make a sale is lost. With competition waxing keener, and quite likely further to sharpen its edge, this merchant burns midnight oil in trying to find better ways of selling his goods.

Another element influencing the big jump in volume in Walmer's electrical sales is in the arrangement of the display. When a man or woman stands before one of the display tables, the display has been arranged so that they think of their electrical needs with the minimum of appeals to look and see something else. It is his firm conviction that in large numbers of instances decisions would have been made and the sales gone over, had a disturbing factor not slipped in to break the concentration of the customer and carry the thought away at a critical moment.

That is why it is easy to linger and loiter and ponder as one strolls leisurely down one long row of display tables, back the other side, and down and back the second row, uninterrupted by inquiring clerk or miscellaneous other articles at the moment when attention had glued itself for the moment to a possible purchase. Aids to attention and decision are the controlling factors in much merchandising, in his opinion. Choice of selection, clear, price tags, and freedom from serious interruption has brought success to electrical goods department.



Charles W. Walmer of Wilkinsburg, Pa., after twenty-five years of hardware experience, advises:

1. Get the goods out where they can be seen and handled by customers.
2. Put prices where shoppers can see them.
3. Make it easy for people to find what they want.
4. Displays should be well-lighted and just below the line of vision.

Practical Pointers on Building

Showing Speed to Sell Washers

To dramatize time-saving as well as labor-saving by electrical appliances, a Springfield, Ohio, dealer handling such appliances arranged a unique "race" in which washing and ironing were done simultaneously by hand and electrical power. The demonstration was staged in a section of the dealer's store between two local laundresses, who not only were offered \$6 each for taking part in the demonstration, but also worked for a bonus of \$10 payable to the one that won.

Bundles of clothing, of practically equal weight and make, furnished the washings. The stunt was well advertised in advance and many interested housewives were on hand. At a word from the "starter," both laundresses commenced their work, the one who was doing the hand work making a gain in the first fifteen minutes.

After the first quarter hour, however, the hand laundress already was starting to slow up from fatigue. The electrical washing was completed in just forty minutes while the hand laundry consumed 65 minutes. Then competitive ironing was started, but the hand laundress was already tired and while the electrical ironer completed the work in 48 minutes with the operator still fresh, the hand laundress was only about half through at that time even though still working at

greater speed than the average housewife, because of the bonus at stake.

The demonstration was such a clear proof that four washing machines and two ironers were sold immediately. Several prospects were secured for future calls, and in addition, the demonstration provided material for publicity.

Doing a Foreign Business in Your Home Town

There is a foreign-born population of from twenty to sixty-five per cent in practically every city of consequence throughout the country. These foreigners, to a large extent, live in quarters to themselves where they can enjoy the food and the pleasures of their own race and where they can have the comfort of hearing their own speech.

In most cases, these "foreign" sections of the city are below the rest in the comfort and convenience of the dwellings. Electric lighting is almost universal, but it is served as a rule by one central fixture in each room and electrical home appliances are most uncommon.

Stores are some years behind those of other sections in their lighting and that of their windows. And yet these people are good merchants and they are appreciative of comfort in their homes.

Sell Refrigerators During Evening Hours



Two salesmen and a woman demonstrator, working till 10 o'clock at night sell electric refrigerators for the New York & Queens Electric

Light and Power Company faster than the service department can install them. Invitations were sent to 3,000 prospects.

Keeping Open Evenings to Sell Refrigerators

Obtaining and working good leads in connection with an attractively-arranged electric refrigerator demonstrating room, kept open until 10 o'clock each evening, in a campaign conducted by the New York and Queens Electric Light and Power Company, is selling refrigerators much faster than the company's service department can make the installations. A neatly printed card, bearing the following message, was sent to 3,000 refrigerator prospects:

Please consider this a personal and most cordial invitation to come to our special electric refrigeration demonstration in Jackson Heights, 223 Polk Avenue, March 15-31, 9 a.m. to 10 p.m., New York and Queens Electric Light & Power Company.

A vacant store was secured and attractively arranged for the demonstration of electric refrigerators. Two salesmen and a woman demonstrator, are present from nine in the morning until ten o'clock at night.

These late hours give those engaged in business a chance to inspect the display as well as catching theater parties and the evening passer-by. The demonstrator prepares and serves dainty frozen dishes to the prospects responding to the invitation.

The name and address of each prospect, with notes on the interview, are carefully tabulated for future use. As a direct result of this demonstrating room, twenty-three electric refrigerators were sold and 135 active prospects listed in two weeks.

This demonstration plan was originally started as an experiment, but it has proven so successful that the company has decided to continue it indefinitely as well as to open up as many other demonstration rooms as obtainable in other parts of the city.

The Meter Sheet as an Aid in Selling

Who is the best prospect for an electric washing machine, range or refrigerator? The customer who can afford these appliances and who is at present without them. The Kankakee, Ill., district of the Public Service Company of Northern Illinois, is able to obtain from its meter reading sheets a list of such desirable customers and appliance prospects.

These sheets give all this essential information: The name, address and nature of the prospect's business. The number and wattage of lamps in the home—and this indicates, to a certain extent, the size and liberality of the buyer. The promptness with which bills are paid—another check on the financial condition of customers. The monthly consumption of current; this is the key piece of information. A comparison of the total connected

Appliance Sales and Profits

lamp load with the monthly kw.-hr. consumption will indicate the degree to which that particular home is "applianced."

Thus the consumption figures disclose that Mr. Hansen's home contains few, if any, major electrical appliances—yet it is, apparently, a sizable residence and he pays his bills promptly.

Customers with records like this are singled out and turned over to the outside sales supervisor for special attention. The company representative who is assigned to ascertain why Hansen, for example, is using so little current knows, before he starts out, the number of incandescent bulbs in the home, the nature of the prospect's business and the approximate amount of current used.

Local Testimonials to Boost Range Sales

An electric range testimonial of another Nashville woman means several times as much to a Nashville housewife as complimentary words of an Oshkosh, Rochester, or Pittsburgh, lady. Local stuff in electric appliance testimonial advertising is most effective. And there is one way more persuasive than others to present it—the reproduced letter of the pleased customer.

Electric range advertising of the Nashville Railway & Light Company, of Nashville, Tenn., in space three columns by thirteen inches, has featured fac-simile editorials.

One letter reproduced was in the handwriting and over the signature of Mrs. W. A. King. It was placed in a box 4½ inches by 5½ inches, and was reproduced entire—dating, salutation, all. It said:

"I have been using an electric range for one year, winter and summer. I consider it the greatest convenience a housekeeper can have in her home. It is cool and very easy to keep clean, any woman should be happy to have an electric range in her kitchen.

"I am more delighted with it every day that I use it. It is not any more expensive than any other fuel and is more convenient and much cleaner."

Another testimonial reproduced to occupy larger space was of J. E. Saunders, 1310 McChessney Avenue. It read—

"Just a word to tell you how much I enjoy my electric range. The food is better than that cooked on any other stove, the cleanliness has an appeal, the kitchen cool, and the saving of time is invaluable.

"Food can be cooked in the oven with a minimum of heat.

"I would not exchange it for any other stove in existence."

Above the testimonials were special headings. The Mrs. King letter, for example, had a large heading, "I Consider It the Greatest Convenience a Woman Ever Had." The second letter had the advertisement heading,



Utilizing Those Empty Containers

This dealer saves his empty vacuum cleaner containers and uses them to "dress up" his shelving. This display impresses the prospect with the fact that this particular

device must be a popular seller. The picture was taken in the show room of the Texarkana Electric Company, Texarkana, Texas. There are four tiers of the boxes.

"Here's First-Hand Evidence of What a User Thinks of the Electric Range."

Testimonials were in connection with "cooking matinees" in the company's Electric Hall.

Much of the effectiveness of reproduced letters in electrical-appliance advertising consists in the use of letters with suitable handwriting. This should be individual, attractive—and, above all, legible. Every word should be easily read by the average reader. Legibility can be enhanced through care in making every letter of each word distinct, by spacing well between words, and by spacing well between lines.

Unless the reproduced handwriting will be legible, the advertiser had better leave it alone, for the reasons for satisfaction stated by a user will be counted on principally to put across the sales message.

The effectiveness of fac-simile handwriting testimonials is enhanced because comparatively few advertisers are using them. When, to boot, they are local testimonials, the special efficiency is indubitable.

Raising Lamp Sales from 27 Cents to 50 Cents per Consumer

Starting on September 1, the Pacific Power and Light Company of Portland, Oregon, set out to raise the standard of lighting in the homes throughout its district. Instead of conducting a vague educational campaign to effect this result, it determined to sell lamps intensively and by actually increasing the wattage used in the home, to bring about concrete improvement.

It had been determined that the average sale of lamps on this company's system was 27 cents per year per consumer. The company set out to sell 50 cents worth of lamps to every consumer in the four remaining months of the year.

Before nine days had been completed, the average of sales had reached 7½ c. per consumer, or more than one-fourth of what was usually sold in an entire year's time. In nine working days, 9,360 lamps were sold.



Ernie Criez of the Electric Appliance Shop of Seattle does a large business in a small space. The

store is quite complete, from toasters to washing machines with the major appliances featured.

Keeping 7 Men Busy in a store 7 feet square

ACENTRAL location in the best business district is so important in building business for the electrical shop, that many an electrical dealer has sacrificed a large share of his profits in rent to secure its benefits.

The Electric Appliance Shop of Seattle, of which Mr. Ernie Criez is proprietor, has such a position, its location on Pine Street, just around the corner from Third Street, representing the busiest corner in the city, but its rent is not exorbitant. For its entire floor space covers an area of not more than forty-eight square feet.

In this space, a complete electrical store is housed—entranceway,

show window, main salesroom, office, and display shelves. Both large and small appliances and lamps are sold—and that in such quantities that seven salesmen are kept busy in the field following up the leads obtained.

The store is attractively arranged, with the mezzanine space above the doorway glassed over and used as a display window. The front three feet of the store are left open to serve as a porch. An artistic tile pavement, with lantern lamps hung above from either side give the place an air of distinction.

At one side of this entrance a shallow wall cabinet with a glass face is hung, in which lamps and small appliances are displayed in quite the

effect of a show window. An electric vacuum cleaner and a washing machine in operation always occupy a portion of this "porch" space—indeed most of the actual selling done in the shop is handled out of doors in this area.

Inside, a small desk with office records occupies the more or less waste space behind the door, while the back of the miniature shop is lined with shelves in which the smaller appliances and lamps are kept.

The largest part of the firm's business is in washing machines, ironers and vacuum cleaners, but the very fact of the shop's completeness is one of its attractions and although not a very large business is done in percolators and toasters, still their sale justifies the capital involved.

Smallness of Store Appeals to Customers

The very smallness of the shop is its chief appeal. Customers passing by (and there is always a busy crowd of passers-by at this corner) are attracted by the diminutive, busy little spot and stop to ask questions. The washing machine in constant motion at their very hand is usually the object of inquiry.

These leads are turned over to the sales force at the close of the day and followed up in the field, where the most of the sales are made. Ironers and vacuum cleaners follow the same treatment.

The central location of the shop makes it also a convenient headquarters for repair work. People drop in with appliances which are out of order, or stop on seeing the sign to say that their larger equipment is not running properly and they would like a man to call out and see what is wrong. Quite a specialty is made of this work.

Of course, all this requires a little more space than that furnished by the shop itself—and the repair department and store room is located in an alleyway a half block from the Pine and Third Street headquarters. Here an adequate stock, to take care of the business done, can be maintained and proper space provided for all repair jobs and servicing work.

The rent for this property naturally is low in accordance with its inconspicuous location—and yet the space is sufficiently close at hand so that the salesmen or Mr. Criez himself can walk from one office to the other in a few seconds' time.

An Appliance and Sales Survey of twenty-six representative central stations

STATISTICS on the appliance-merchandising operations and domestic-electricity sales of twenty-six representative central-station companies, have been compiled by the editors of *Electrical World*, and detail figures and graphs are shown on this page.

The companies studied range in size from 500 to 500,000 customers, and render service to a total of 1,195 communities. The combined gross revenue of these companies is about one-tenth of the total for the country.

Merchandise sales per customer are in almost direct ratio to the number of appliance salesmen per thousand customers. The company having the highest merchandise sales per customer, \$21.15, employs one salesman for every 521 customers, whereas the company that sells only \$1.56 of electrical devices per customer employs but one salesman for every 6,420 customers. As a group, companies having between 20,000 and 50,000 customers are getting the best results from their merchandising departments. The sales per customer average \$10.30; each salesman disposes of \$18,760 of electrical devices per year and covers a territory of 1,830 customers.

The average for all the companies does not show up nearly so well. Merchandise sales of \$5.96 per customer, \$12,120 per salesman with 2,040 customers can hardly be considered particularly efficient merchandising operation, and although these figures may be used as a basis of comparison, a larger number of companies have recorded much more satisfactory results.

Merchandising Operations of 26 Central-Station Companies

Size of System	Company and Type of Territory	No. of Communities Served	Residence Percentage of Energy Sales	Merchandise Sales				Res. Consumer Sales per Kw.-Hr.
				No. of Salesmen	No. of Stores	Per Res. Customer	Per Salesman	
Less than 5,000 customers..	1 ¹	3	7.0	1	1	\$8.95	\$2,741	307
	2 ¹	1	14.5			3.15	3,735	1,183
	3 ²	1	20.7	2		4.77	14,232	2,986
	4 ¹	1	40.7	1		5.38	18,129	3,365
	5 ¹	1	34.6			5.39	6,851	3,267
	6 ²	1	15.4	3				266
Total and average.....	...	8	23.8	9	6	4.19	7,014	1,675
5,000 to 20,000 customers..	7 ¹	1	7.9	2	1	6.77	14,116	2,078
	8 ³	10	0.9	2	1	2.21	8,465	3,783
	9 ⁴	30	5.9	3		3.34	6,992	2,139
	10 ⁵	1	8.2	8	1	9.50	15,562	1,675
	11 ⁵	2	5.3	12	3	12.79	15,277	1,196
	Total and average.....	...	44	3.8	27	6	8.24	13,830
20,000 to 50,000 customers.	12 ⁶	10	7.1	17	2	10.28	11,703	1,180
	13 ⁶	6	17.5	25	19	11.10	9,687	1,990
	14 ³	1	6.1	7	1	13.10	46,877	3,790
	15 ³	100	5.4	11	19	17.50	36,727	2,165
	16 ⁴	15	6.1	11	3	3.53	12,472	3,522
	Total and average.....	...	132	6.8	71	44	10.30	18,760
50,000 to 100,000 customers	17 ⁶	100	1.4	30	55	9.48	11,951	1,280
	18 ⁶	17	6.9	25	9	7.45	15,261	2,050
	19 ²	50	4.7	12	1	5.08	19,172	3,775
	20 ⁶	14	4.2	106	12	21.15	11,088	521
	21 ⁷	3	8.2	21	2	4.68	11,978	2,561
	Total and average.....	...	184	3.9	194	79	9.81	12,320
More than 100,000 customers.....	22 ⁷	3	14.7	135	14	13.70	8,561	621
	23 ⁵	1	13.5	35	1	6.89	18,144	2,620
	24 ²	640	14.4	151	34	4.74	7,565	1,595
	25 ⁷	12	11.9	22	17	4.31	38,007	8,800
	26 ⁶	170	12.1	60	61	1.56	10,029	6,420
	Total and average.....	...	826	12.7	403	127	4.39	10,860
Grand total and averages.....	...	1,194	8.6		704	262	\$5.96	\$12,120
Types of territories served:								
1 Small or medium-sized city, mostly urban territory.								
2 Small or medium-sized city, with industrial development.								
3 Medium-sized city and outlying communities, including rural.								

⁴Medium-sized city with industrial development.

⁵Medium-sized city, no large industries.

⁶Large city with important industrial activity.

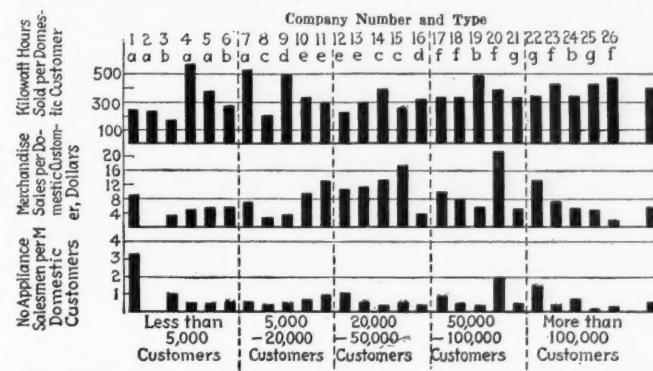
⁷Large city, no large or dominating industries.



Factors Affecting Domestic Energy and Merchandise Sales

Maximum, minimum and average domestic-energy and merchandise sales

Kilowatt-Hour Sales per Residence Customer and Merchandising Activities for Different Size Localities



Size of Company	Kilowatt-Hour Sales per Domestic Customer	Merchandise Sales per Domestic Customer	Merchandise Sales per Salesman	Number Domestic Customers per Salesman
Less than 5,000 customers...	328	\$4.19	\$7,014	1,675
5,000 to 20,000 customers...	322	8.24	13,830	1,680
20,000 to 50,000 customers...	297	10.30	18,760	1,830
50,000 to 100,000 customers...	356	9.81	12,320	1,270
100,000 to 500,000 customers...	403	4.39	10,860	2,470
Average.....	382	5.96	12,120	2,040
Minimum.....	161	1.56	2,741	307
Maximum.....	563	21.15	46,877	6,800

The chart at left is a comparison of domestic energy sales, merchandise sales per customer and number of appliance salesmen per 1,000 customers

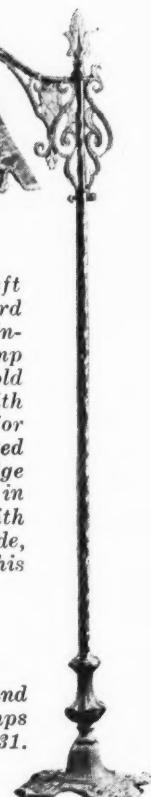


Fashioned after the famous old Boston bean pot, the pottery table lamp above, in terra cotta and green, can be retailed for about \$30 and will give the much-demanded Colonial note to a lamp group. The shade is of monk's cloth, trimmed with wool embroidery. The bridge lamps below come within the \$25 class, the one at the left \$20 and the one at the right \$25.



The floor lamp at the left above with dull gold standard and base of gold with an inlay of black, and the lamp at the right in French gold plate in combination with color, can be retailed for about \$25, including pleated georgette shades. The bridge lamp shown at right, in typical Spanish finish, with Spanish parchment shade, can also be included in this price group.

Manufacturers' names and descriptions of floor lamps will be found on page 131.



New Price Leaders for Spring Lamp Sales

Seen and heard at

The January Lamp Mart

THE growing popularity of simple designs, as exemplified by the lines of the Early American floor and table lamps, the attractiveness of many of the latest shade materials and finishes, and the growing appreciation of quality in decorative lighting which is reflected in the rising price level, these were some of the outstanding features seen or heard at the Lamp Mart held at the Chicago Furniture Market the first three weeks of January.

Table lamps are being used in increasing numbers, it would appear. This, by some, is attributed to the growing popularity of small tables in the home. The vogue for vase and statuette bases, particularly in the better numbers, is more than holding its own. One particularly attractive table lamp was noticed with pewter finish, old English base and mica shade.

Leather and Parchment Shades

Two novelties in shade finishes are gaining in favor, namely: leather effects and the use of bright colors on parchment in Czechoslovakian patterns. A striking shade, which it is claimed is being well received, was made of parchment overlaid with paste designs hand applied and decorated. These sell at retail for from \$12 to \$24.

Silk, however, still maintains its dominating position. Very little fringe was seen. It is still "out." It is understood, nevertheless, that there is a certain demand for fringe on the low-priced or very expensive lamps but not in the medium numbers. Mica as a shade material is fashionable.

The Newer Bases

Marble and onyx are being largely used for bases and decorative effects. A number of wooden stands were observed in the lower range of floor lamps. Darker colors in polychrome finishes were in evidence. A delightful Early American floor lamp with a two-branch receptacle for the incandescent bulbs and with an oval parchment shade was noted particularly because of the simplicity and harmony of its lines. Cast bronze "aged" was also in evidence, especially for table lamps. It is under-

stood that plated finishes will be used this year rather than the metal-leaf method of applying the last touches.

The price trend, as previously noted, is somewhat higher. Its degree is difficult to estimate but the consensus of opinion placed it at about 10 per cent. One company which, a year ago, wrote a percentage of 80, \$7 (at retail) shade orders as against 20 at \$16, is now booking orders in almost the reverse ratio.

The attendance at the Lamp Mart this year exceeded slightly that of 1926. Buying was lively. The prediction is for a good year with the medium and higher priced lines in demand but with no marked style swing toward any particular finish, design or period. A summer Lamp Mart will be held at the same place in July.

Electrical Show Triples Business

Through the simple expedient of grouping all electrical appliances, by booths, and of advertising this assembled display as its "Electrical Show," C. S. Maginnis, manager of the household department of The Fair store, Chicago, increased the volume of his electrical sales 300

per cent over a corresponding period last year. "But this was not all," he states, "my men have received enough inquiries to keep them busy for the next two months."

The Fair ran a total of two full pages in two leading Chicago papers. It featured the customary "specials." Reduced prices on some of the smaller appliances and on two major articles which have been superseded by later models, drew the crowd.

No prizes or entertainments were offered.

"How do you account for this remarkable interest?" Mr. Maginnis was asked.

Public Has Been Educated to Acceptance Point

"The public now has been educated to the acceptance point with respect to electrical household devices," he replied, "and will, therefore, respond more readily to any special inducements which the merchant is in a position to hold out."

Manufacturers' representatives from the various companies were present and assisted in demonstrating their respective products.

The booths were constructed of 2x2 scantlings to which were fastened panels of wall board. Each space bore the name of the product displayed therein.

This show was originally planned to run one week, but owing to the success which attended it, the time was extended an additional seven days.



Portable-Lamp Trends at a Glance

Simple designs show growing popularity.

Table lamps now being used in increasing numbers.

Early American floor lamps reaching Western buyers.

Silk still maintains dominating position in shades.

Higher-priced lines in evident demand for coming year.

Many novelties in parchment, mica, leather, etc.

For the Contractor Sales-Winning Short-Cuts

Additional Business in Electrical Necessities for New Home

When the owner occupies his new home, he is particularly grateful to the men who have taken care of the small details which will later be of great importance and he is usually open to the suggestions from these men which will add convenience, comfort and appearance to his residence.

If the electrical contractor, when he wires a house, will take advantage of this situation he will undoubtedly secure profitable returns for the effort put forth. An effective method of laying stress on the care with which the electrical work was done at the same time, "tieing in" the fact that the electrical contractor who did this work is in a position to supply all of the usual electrical equipment found necessary in furnishing a home, is to print cards such as shown here and leave in noticeable places in the house after the finish work is completed.

A tag showing the care taken with the electrical installation and making a few suggestions as to probable requirements will, if nothing else, prove extremely valuable as a "good will" builder. Cards inserted under the corner of the plates on the convenience receptacles telling of its particular use, will show results equalled only by expensive advertising. This plan will in almost every instance be the means of bringing the owner into the store of the electrical contractor-dealer.

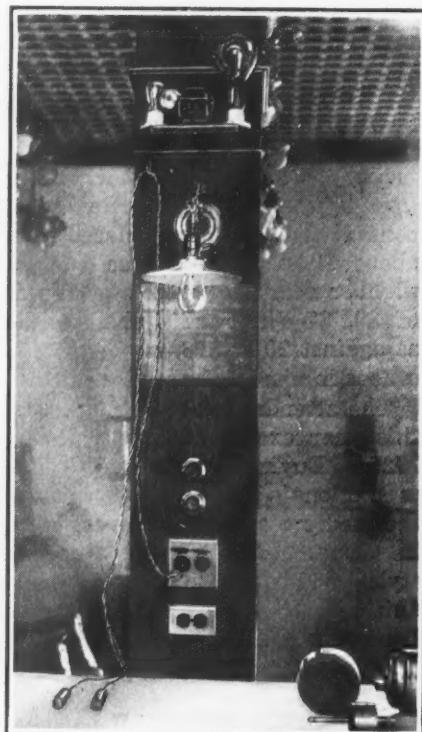
For Electrical Convenience

This Three-Way Switch enables you to control your lights at this point or by the switch on the other side of the room.

Jones Electric Shop
220 South Main St.

Lamps—Appliances—Supplies

The use of these two cards and the tag will be found profitable, if after



Convenient arrangement designed by E. J. Gartley of Bakersfield, Calif., for testing appliances and small motors requiring various voltages.

For a

Hot Breakfast

Jones Electric Shop
220 South Main St.
Phone—Main 2653

Electrical Contractor
Electrical Appliances and Supplies
Day and Night Emergency Service

For a

Hot Breakfast

Jones Electric Shop
220 South Main St.

Electric Appliances, Lamps,
and Supplies

a house has been wired, they are placed in appropriate places. The tag,

Handy Test Board Proves Store Convenience

Equipment of all sorts is brought in to the contractor dealer in the smaller community for repair and reconditioning; and it is important that he have at hand a flexible testing outfit, so that prompt diagnosis of the trouble can be given and an estimate of cost made. Often, customers drive in from some distance with appliances or small motors for repair, and they expect service while they wait, or while they shop elsewhere in the community. For such emergencies, a convenient arrangement has been designed by E. J. Gartley, electragist of Bakersfield, Calif.

On the face of a wooden pillar above a small work bench, are provided the necessary outlets and resistance factors, together with a drop cord provided at one end with a two-prong contact. The equipment on the shelf above the bench consists of a 10-watt lamp, a small transformer, a bell and a 200-watt lamp. A single convenience outlet near the bench supplies 6-volt current, with the bell in series with it. An outlet immediately below it supplies 110-volt current and is used for testing lamps or irons. A duplex outlet next is connected respectively with the 10-watt lamp in series with the appliance and with the 200-watt lamp in series. Another duplex outlet is connected directly on the 110 volt circuit. One circuit pro-

when hung in a noticeable place will often result in appliance sales.

Methods that have Saved Time and Money

tected by one set of fuses is used to supply current to all of the testing equipment. The fuses are enclosed in a steel can, eliminating all danger.

With the simple equipment now available, almost any desired voltage can be provided and testing done readily and without delay in the store itself.



The waves of laughter issuing from the mouth of the figure in the lobby of the Circle Theater, Cleveland, Ohio, came from a microphone on the stage of the theater.

Letting Them Hear the Audience Laugh

Contractors can suggest to theatre owners a good way of attracting attention and obtaining publicity by pointing out the highly successful effort of the Circle Theatre, Cleveland, Ohio.

The microphone of a Western Electric Public Address System was placed on the stage of the theatre and the gales of laughter of the audience were guided to a projector behind the open mouth of a figure in the lobby, as shown above.

Mr. Printz, manager of the theatre wrote to Mr. O'Connor, the Cleveland dealer who installed the system as follows:

"Just a few lines to express my appreciation for your cooperation, which brought such wonderful results. I sincerely believe that in all my experience, I never received more complimentary comments than in this instance."

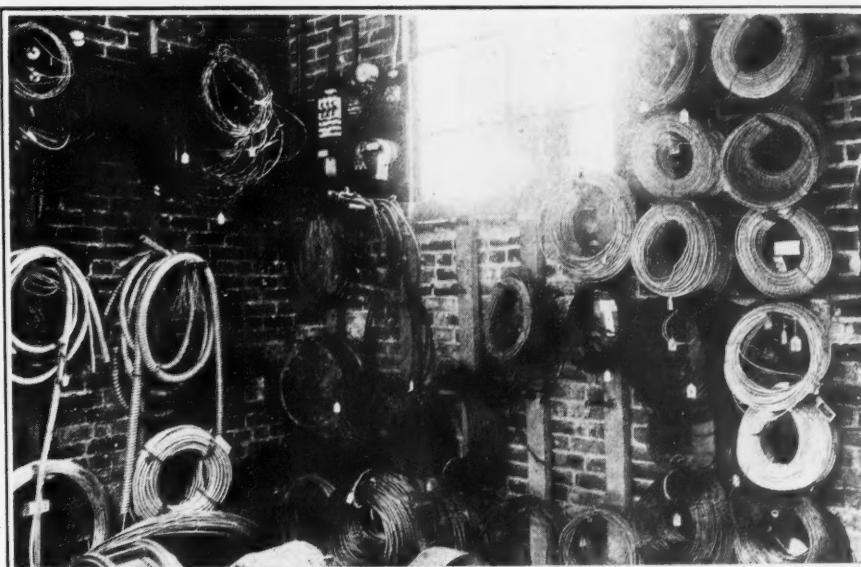
Handling Left-Over Wire

When a small section of wire is wanted for a contract job, the journeyman who goes for the materials is too apt to spoil a fresh coil by cutting a short length from it. In the meantime, the remnants which have been left over from other jobs and which might have exactly fitted his need go unused in the confusion of the shop and in the end serve merely as a vague additional expense charged against overhead.

A. V. Cline of Cline's Electric Shop, San Luis Obispo, Calif., has done away with this waste entirely by requiring that all wire which is returned from a job shall be neatly coiled and tagged by the journeyman handling it with its size and the number of feet in the piece.

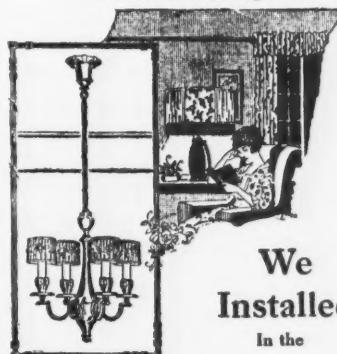
All Lengths Hung on Iron Pipe Rack

A rack made from iron pipe and scantlings has been erected in one corner of the store room and here the wire is hung, different sizes on different pegs. The easiest procedure now when a short length is required is to go at once to this rack and examine it to see if the amount desired is on hand. This saves a loss in both time and materials—not to mention the improvement in the orderliness of the storeroom over that which too commonly prevails.



By coiling the wire which is left over from individual jobs and tagging it with the number of feet in the piece and the size, A. V. Cline

Do It Electrically



Union - Davenport Savings Bank

50,000 Feet of Conduit
125,000 Feet of Wire
1100 Fixture Outlets
800 Switch Outlets
500 Receptacle Outlets
Complete Telephone System
Thruout The Building
and a
Modern Signalling System
on the
Bank Floor

We Thank Them For This Contract
and
Appreciate the Co-operation
The Bank and Hoggason Bros.
Have Given Us

TRI-CITY ELECTRIC CO.

316 Brady St. Tom J. Bice, Mgr.

Conforming with the public interest shown in the new Union-Davenport Savings Bank Building, the Tri-City Electric Company, of Davenport, Iowa, ran this advertisement showing material used.

New Electrical Merchandise for

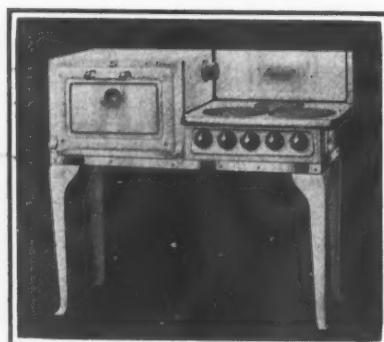


Washer

Electrical Merchandising, February, 1927

In the new Conlon "Gurgitator" washer announced by the Conlon Corporation, 19th Street and 52nd Avenue, Chicago, washing action is provided by a patented aluminum actuator which causes the water to surge upwards in the center, continually turning over the clothes, the water changing course 106 times a minute.

Through the use of a simplified push button control the usual hand lever is eliminated. All moving parts are completely enclosed and raised high above the floor. Other features are its one-shot oiling system, one oil cup lubricating the entire mechanism, with the exception of the motor; the 8-position, all-metal wringer; the Westinghouse control switch which cuts out under overload; and the ease with which the washer can be disassembled, with the aid of but a wrench and screwdriver. The finish of the washer is gray enamel; the tub, polished copper, nickelized on the inside. Intended retail price, \$155.



White Porcelain Range

Electrical Merchandising, February, 1927

Ready for distribution February 1 is the new "Standard" full-dimension range, the first of three new models to be brought out this year by the Standard Electric Stove Company, Toledo, Ohio. The range pictured is full-dimension, measuring 45 in. long and 22 in. wide. The oven is 17½ in. wide by 12 in. high by 15 in. deep. The finish is in full white porcelain enamel while the lining is rustless super metal.

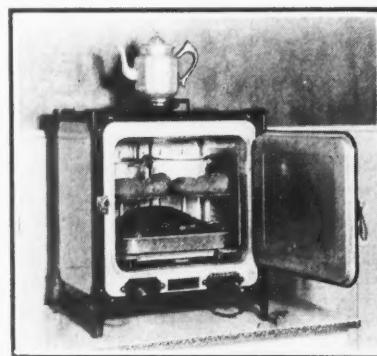
The new style paneled switch front places the switches at a 15 deg. angle, making the dials easier to read. The appliance receptacle on the side is of the company's new style fused type. The oven has temperature control. The price on the new range, which will be announced by the company during February, is declared to be extremely low as compared with the quality of the range.

Portable Range Operating from Lighting Circuit

Electrical Merchandising, February, 1927

With the new electric range brought out by the New Era Range Company, 50 East Forty-second Street, New York City, cooking problems in the small household are easily solved. The range, with two oven elements and a top quick-boil unit, has a maximum current consumption of 1320 watts and is made for operation from any outlet. One of the heating elements in the oven is adjustable to any height by merely sliding it into any one of the grooves provided at different heights in the oven. Movable metal reflectors direct the heat up or down to meet the requirements for the foods to be cooked.

The oven, with 3,000 cu.in. of oven space, has heavily-insulated walls, making possible cooking by retained heat. Control of the range is simple, through cord with two plugs, requiring no switches or fuses. The lower element has four heats, with plug contact at lower left of the range while the upper element and quick-boil unit are controlled at the lower right of the range. The exterior is finished in white enamel while the interior is of one-piece seamless aluminum. The intended retail price is \$135.

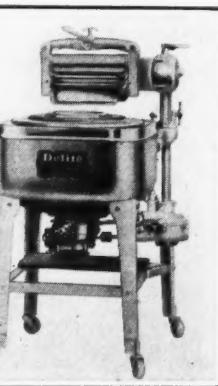
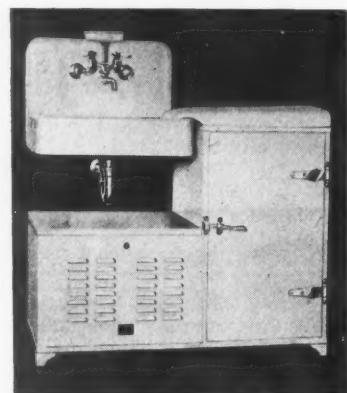


Kitchenette Refrigerator

Electrical Merchandising, February, 1927

For the apartment kitchenette or small-sized kitchen, the Polaris Electric Refrigerator Company, Logansport, Ind., has designed its Model K-7 self-contained refrigerator with the unit installed at right or left of the cabinet. The exterior dimensions of the cabinet are 24½ in. wide, 19½ in. deep, 33½ in. high. The unit section measures 24½ in. wide, 19½ in. deep and 19½ in. high. Its food storage capacity is 7 sq.ft. of shelf space. Its daily ice-making capacity is 16 lb. of ice.

The cabinet is made of steel, and the food chamber is vitreous enameled both inside and out. Sulphur dioxide is the refrigerant used. The intended retail price of the kitchenette model K-7 is \$325 with special introductory offer of \$275.



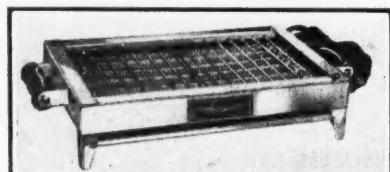
Washer with Aluminum Tub

Electrical Merchandising, February, 1927

Of square cast aluminum and polished, with removable, polished aluminum cover, the tub of the new washer brought out by the Delite Manufacturing Company, Bryan, Ohio, presents a pleasing appearance and is easily cleaned. The capacity of the washer is given as equivalent to 50 lb. of ordinary family wash per hour.

The machine has bottom drive, complete revolution rotator; direct driven, without belts, cams or chains. Brass screws and rivets are used throughout and all parts are enclosed and run in a bath of oil.

The wringer is Udylite, finished with nickel-plated, flipper type drainboard. It is made to swing in complete circle and to lock in any position. The legs of the washer are finished in white vitreous enamel and are adjustable, mounted on large Udylite-finished casters. The motor is ½ hp. and can be furnished in any voltage or cycles. No paint is used on the washer, the manufacturer points out, because of the construction features mentioned which require no paint.



Toaster Stove

Electrical Merchandising, February, 1927

Combining a toaster and light stove is the new No. 144-A "Rimco" toaster stove brought out by the Rock Island Manufacturing Company, Rock Island, Ill. The stove has a heating element consisting of coiled Nichrome wire, laid over a rigid ½ in. asbestos plate. The coil is held by steel terminal posts with connections below the asbestos and with a central mica strip to keep proper alignment. A baffle plate is provided to deflect the heat. The handles are of ebonized wood. The frame and legs are of stamped steel construction, nickel plated. A 6-ft. cord is provided, fastened to the stove through a solid porcelain terminal bushing. The intended list price is \$2.95.

Therapeutic Lamp

Electrical Merchandising, February, 1927

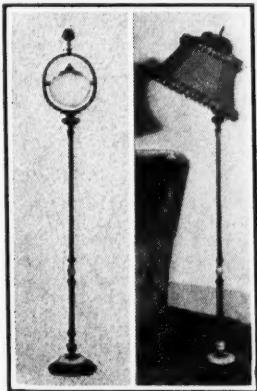
The Fitzgerald Manufacturing Company, Torrington, Conn., is announcing a new therapeutic lamp, the "Sun-Glo," for the relief of colds, sore throats, neuritis, lumbago, muscle strain and for other indispositions where heat is beneficial. It is also recommended as a beauty aid in use with cleansing or tissue-building cream. The intended retail price is \$6.95.

For the Dealer to Sell this Spring

Adjustable Floor Lamp

Electrical Merchandising, February, 1927

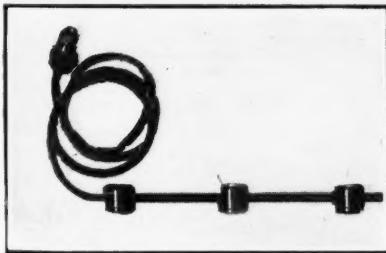
Combining the functions of the junior and bridge lamp is a new lamp brought out by the Kernes Manufacturing Company, 1400 North Halsted Street, Chicago. The incandescent lamp, or bulb, is enclosed in the glass globe pictured. The globe can be revolved in a complete circle, directing the light to any angle desired. The shade may also be tilted, although this is not necessary for its use. Features of the new "Velvet-Lite," as pointed out by the manufacturer, include the diffused light afforded, through obscuring light sources, the adaptability of the unit which, by a mere touch, will direct the light where needed, the elimination of screws or other ordinary adjustments, of special shade fitters or similar devices, and the fact that any size of junior shade can be used on the lamp. The special unit can be placed on any lamp made by the company at very small additional cost. The company wishes to state that applications for full coverage by patents have been made.



Multiple-Plug Cord for Use with Drink Mixers

Electrical Merchandising, February, 1927

In soda fountains where more than one drink mixer is in constant use, convenient provision must be made for electrical connection of these appliances. With the Hamilton Beach multiple-plug mixer cord, all the fountain drink mixers may be operated from one outlet. The cord, 6 ft. long, with plugs to accommodate two mixers, is listed at \$1.50. Each additional plug is 60c.



Fan With Dual-Wound Motor

Electrical Merchandising, February, 1927

The Signal Electric Manufacturing Company of Menominee, Mich., has developed a dual-wound motor in the new line of fans. This dual-wound motor enables the fan to operate on either direct or alternating current. This is not the universal type motor the company explains, but a new development. The new fan line will enable the jobber to do away with the necessity of stocking so many different kinds of fans to meet both current needs.



Automatic Range, Operating From Lighting Circuit

Electrical Merchandising, February, 1927

In one compact unit are combined an electric range with two surface burners, an oven with top and bottom elements and a fireless cooker with independent heating element. This range, known as Model 12 automatic electric fireless cooker range, is made by the William Campbell Company, Alliance, Ohio. No special wiring is required for its use as it is made for operation from the ordinary lighting circuit.

Heating elements, rated at 600 watts, are of the open type and are operated independently of each other, making any heating combination desired. All units are under control of the Electrolier 4-point switches on the front of the range.

The range measures 43 in. high, including 7-in. splash, 32½ in. wide and 15 in. deep. The surface or hot plate is 36 in. from the floor. The oven and cooker are lined with aluminum while the range has outside case of metal ceiling steel. The finish is French gray enamel. The oven door has Pyrex glass panel. The cooker is mounted on sliding tracks, sliding in and out like a desk drawer. The range is mounted on casters and is easily moved about. Both oven and cooker have automatic temperature control. All Campbell ranges are made for 110 volts, a.c. or d.c. The intended retail price of this range is about \$100.



Heating Pad

Electrical Merchandising, February, 1927

The National Stamping & Electric Works, 3212 West Lake Street, Chicago, is bringing out a new electric heating pad, No. 272, for use on alternating or direct current, from 100 to 125 volts. The pad measures 12 in. by 15 in. and has three heats, thermostat, 10-ft. cord and two-piece plug. The covering is of eiderdown with white waterproof slip cover. Intended retail price, \$7.

Electric Drink Heater

Electrical Merchandising, February, 1927

Recently added to the line of electrical products made by the Hamilton Beach Manufacturing Company, Racine, Wis., is an electric drink heater for soda fountain use. The heater is made to fit the new No. 10 Hamilton Beach mixer, the No. 8 and No. 2 improved mixers, also the Gilchrist No. 22 mixer and others. The heater is used on the mixer in place of the regular mixer cup.

The cup and heating element of the drink heater are separate units. The cup is of standard double-drink size and is nickel-plated and polished. It is made to fit Rowe and other washers. The heating element is entirely enclosed, with outside metal shell, nickel-plated. Being detachable from the cup, there is no need to wash it or place it in water, thus entirely precluding short circuits, steam bubbling or burnouts. The heater operates from the ordinary 110-120-volt, a.c. or d.c. circuit, although additional voltages may be had at slight additional charge. It is rated at 600 watts and is made to heat a 7-oz. drink in 2 min. The intended list price is \$9.75.



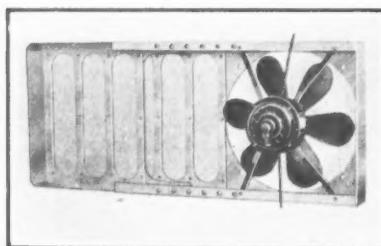
Washer and Dryer

Electrical Merchandising, February, 1927

The new leader of the complete line of ABC washers manufactured by Altorfer Bros. Company, Peoria, Ill., is the new ABC "Spinner" combination washer-dryer machine. It is described as successfully combining a fast agitator washing action and a new high-speed centrifugal dryer in one compact, unit-built machine, with perfect alignment of working parts and scientific distribution of the weight of the machine so that vibration is practically eliminated. Both tub and dryer are made of seamless drawn "Armco" iron, finished in blue vitreous enamel, impervious to extremes of heat and cold, washing compounds, and to alkali or other chemicals in well water. The tub is square and equipped with an elevated, cone-shaped gyrator which, it is claimed, not only gives powerful and fast water action but reverses the entire action of the clothes, spinning and spreading them up and out, so that they cannot tangle or wrap around the gyrator post.

No perforations, permitting the escape of suds and water, are provided in the dryer unit. The drying of the clothes is accomplished by spinning the suds and water out from the clothes against the smooth solid side walls of the dryer container, forcing the water to the top of the vessel and discharging it into either the wash or rinse tub. No pump or mechanical contrivance is used in this process. The dryer unit is equipped with automatic safety control. It can start only when the drain board is closed. When the drain board is opened, a brake is automatically applied to the dryer, stopping it instantly. The entire machine has only three controls, conveniently located within a hand's span of each other.

New Electrical Merchandise for Early 1927

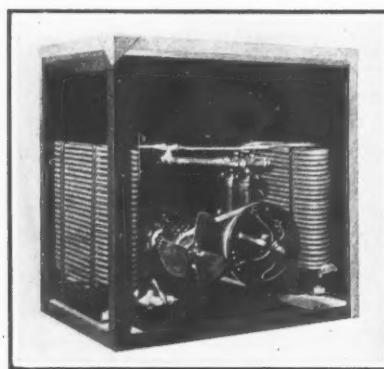


Kitchen Exhaust Fan

Electrical Merchandising, February, 1927

Readily adjustable to any kitchen window is the new exhaust fan brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. The fan, which is 12 in. in diameter, is set in a steel frame that can be inserted directly into the window frame. Two sizes of frame may be had—one adjustable for any window from 24 to 34 in. wide, while the larger frame can be set at any width from 34 to 50 in. No sawing or cutting of woodwork is required and a screwdriver is the only tool needed to mount the fan.

The frame of the fan is provided with translucent panels, allowing a maximum amount of light to enter. The fan has a special blade and a switch that makes it possible to operate it either as an exhaust fan or an intake fan. It is provided with a 15-ft. cord and plug. The fan is furnished in 110 volts, 60 cycles only. Its wattage at high speed is rated at 42 and its average r.p.m. at 1,015. The intended retail price is \$45 for the smaller size and \$47.50 for the larger.



Ice Cream Cabinet

Electrical Merchandising, February, 1927

Obtainable in sizes ranging from two-hole to twelve-hole, accommodating the respective number of regular 5-gal. cans, American or Canadian, is the line of "Absopure" ice cream cabinets made by the Absopure Refrigerator Division of the General Necessities Corporation, Detroit, Mich. These cabinets may be had in self-contained or in remote-installation types.

For cabinets holding six or more cans, a two-cylinder compressor is used; for cabinets with four holes or less, one-cylinder compressor. The discharge and intake valves of the compressor are of special disk type, quiet in operation. The motor is of R. I. specially wound refrigerating type, 110-220 volt, $\frac{1}{4}$ or $\frac{1}{2}$ hp., depending upon the size of the cabinet, and may be air or water-cooled, as desired. The drive is a heavy, special V-type belt. For temperature control, an Absopure thermostat using mercury tube switch and bellows is employed.

In the cabinet, the expansion coil extends completely around the cans, providing even cooling. The sides of the cabinet are of sheet steel, finished in baked black enamel, water-proofed, while the top and lids are of heavy monel metal with lid handles of hard rubber.

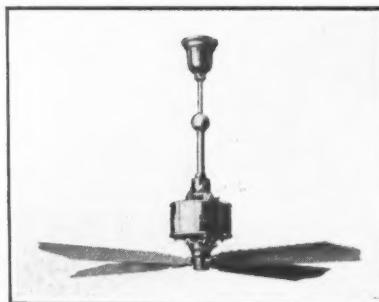
Ceiling Fans

Electrical Merchandising, February, 1927

In ceiling fans, the Robbins & Myers Company, Springfield, Ohio, is introducing a new type fan—54 in.—known as Style M, for d.c. use, which supersedes the old Style E. The new fan is much lighter in weight than the "B" and has a motor of the bi-polar type. Many parts of both fans are interchangeable. The blade shanks of the new number are fitted in the sockets of the spider or carrier and held in place with set screws. The shank arms may be turned in the sockets and so fastened with the set screws as to cause the blades to blow the air upward when desired. A four-point, three-speed switch, fitted in a casing at the upper end of the motor, serves to start and stop the fan as well as to regulate its running speed. The finish is semi-gloss baked black enamel with gilt lines around the motor, the blades being hard wood in polished mahogany finish. Lighting unit attachment may be had for use with this fan.

An improvement in the form of a new switch-housing below the blades has been announced for the 56-in. a.c. Style K fan. This switch-housing, however, is interchangeable with that used on the fan for the 1926 production. An R & M lighting unit may easily be attached to this fan by the dealer.

The fan illustrated is the Style "M."

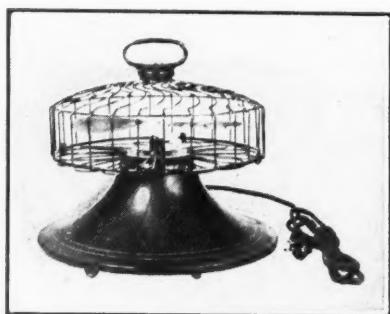
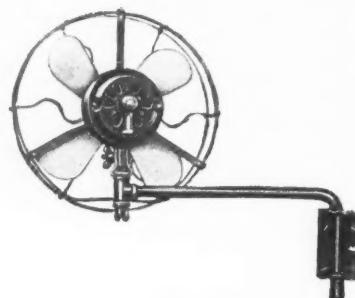


9-in. Household Utility Fan

Electrical Merchandising, February, 1927

Offered with its line of fans for the 1927 season is the 9-in. household utility fan of the General Electric Company, Merchandise Department, Bridgeport, Conn. This fan, although brought out late last year, is being featured in the 1927 line.

The fan can be adjusted without the use of tools, to exhaust air or to draw in and circulate fresh air or, if the window is closed, to circulate the air in a room. A standard fly screen can be inserted in the window openings and the air driven or drawn through the screen without any appreciable loss in efficiency. The fan and arm can be moved easily and with extra brackets can be attached to window casings in various rooms. The fan is made for use on 110 volts, 60 cycles. It is finished in green enamel with polished brass blades. Included in the equipment of fan catalogued as No. 272,119G1 are the arm, bracket, cord and plug. Intended retail price, \$12.50.



Horizontal-Type Fan

Electrical Merchandising, February, 1927

In the new table fan brought out by Harvey Hubbell, Inc., Bridgeport, Conn., the blades revolve in a horizontal instead of a vertical plane and, instead of throwing out the air, draw the air downward to the curved base of the fan, which serves as a deflector.

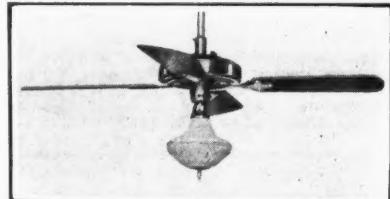
The advantages claimed by the manufacturer for this fan are that it throws out a gentle breeze instead of a strong blast of air; its breeze is sent out horizontally in every direction; and it can be placed close to the person or persons using it, without fear of harmful draft.

The fan has 9-in. blades, universal motor, three speeds and may be had in finishes of green, ivory, oak, mahogany and black. Its intended retail price is \$30.

Ceiling Fan Arranged for Lights

Electrical Merchandising, February, 1927

According to a recent announcement made by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, all standard Westinghouse 36-in. and 56-in. ceiling fans can be furnished with a simple adapter which will permit attaching underneath any type of lighting unit desired. Any size of shade holder may be used and any type of socket having a $\frac{1}{2}$ -in. connection. No additional charge is made for equipping single-speed fans with socket and shade holder. Two-speed fans with this equipment can be furnished at an additional price of \$2. Illustrated is a 56-in. ceiling fan equipped with a standard 150-watt "Sol-Lux" lighting unit.



Electric Pressure Cooker

Electrical Merchandising, February, 1927

Another "White Cross" appliance recently announced by the National Stamping & Electric Works, 3212 West Lake Street, Chicago, is the No. 59 automatic waterless pressure cooker. The cooker is made of heavy aluminum, mounted on four polished nickel steel legs. The cover is made to fit the cooker perfectly under all conditions and is slightly tapered to make a springy, snug fit when the four steel clamps are pressed into position. Into the lid is mounted a warning whistle, enabling the operator to adjust the heat at the proper time. The cover, which is also made to be self-basting, has a beaded edge which fits into a special groove, making a water-tight seal when in use. The Nichrome heating element is controlled by a nickel-plated rotary snap switch for turning the heat high, low or off. The capacity of the cooker is 7 qts.; its height is 12 $\frac{1}{2}$ in., its width overall 12 in., its weight 5 $\frac{1}{2}$ lb. and its intended retail price is \$10.50.

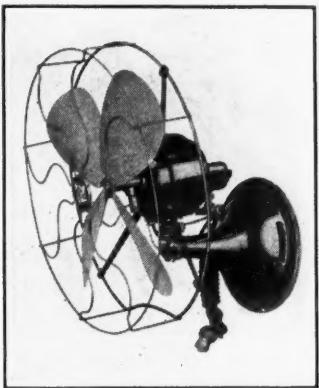
Electrical Merchandising, February, 1927

Latest Developments Gathered by the Editors

16-in. Induction Type Oscillating Fans

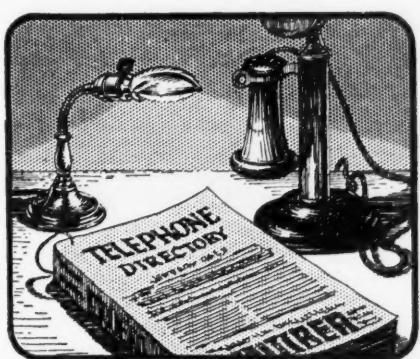
Electrical Merchandising, February, 1927
Similar in mechanical construction and appearance to the standard high speed oscillators, except having special windings and blades of larger area and steeper pitch and operating at slower speeds are the new numbers in the 16-in. slow speed oscillating fan group brought out by the Robbins & Myers Company, Springfield, Ohio.

The fans are equipped with the standard gear mechanism with its patented adjusting feature and give five complete oscillations per minute, with a full sweep of 95 deg. Other features are the four-point, three-speed switch, felt-covered base and hinge joint for vertical adjustment and wall mounting. The finish is a semi-gloss baked black enamel relieved with gilt lines on motor and base; brass blades, lacquered. No. 3879 is rated at 85, 75 and 65 watts, with speeds r.p.m., 1,000, 800 and 780, for use on 110-volt, 60-cycle circuits while No. 3976 has a rating of 65, 55 and 48 watts, with speeds r.p.m. of 1,025, 850 and 750, for use on 110-volt d.c. circuits. **Retail price, \$35.**

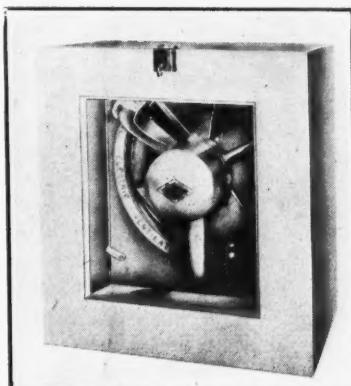


Flexible-Neck Desk Lamp

Electrical Merchandising, February, 1927
"Bend-O-Lite" is the name of a new desk lamp brought out by the Vimco Manufacturing Company, Buffalo, N. Y. The lamp is a small edition of the popular flexible-neck desk lamp. The lamp is designed for many uses in the home, being a desk lamp, piano lamp, telephone stand or reading lamp, bedside or work bench lamp. The weighted base is but 3 in. in diameter and is small enough to be placed on a window sill. The shade is adjustable. Standard socket is used, with candelabra lamp. All metal parts are solid brass except the base, which is of molded white metal. A choice of finishes is offered, including antique brass. The height of the lamp overall is 12 in. Extra long silk cord is provided.



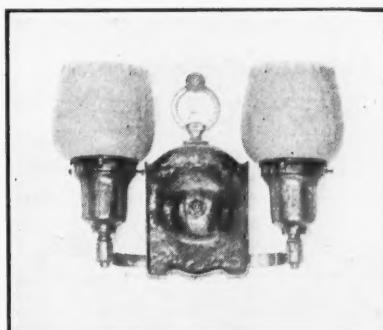
Electrical Merchandising, February, 1927



Automatic Built-In Ventilator

Electrical Merchandising, February, 1927
By means of a jam switch, opening the glass door of the new "Built-in-Ilgair" ventilator starts the fan in operation; closing the door automatically stops it. The unit comes complete with a well-made wood cabinet and a paneled glass door, automatic shutter, jam switch and the necessary hardware. The glass door, a practical and attractive feature of the fan, insures absolute elimination of cold drafts when the ventilator is not running. The automatic shutter on the outside protects the motor from rain, snow or sleet.

Installations of the ventilator can be made at a ridiculously low cost by the contractor, the manufacturer points out, as all that is required is an opening in the wall, in which the cabinet slips readily, a little plaster is added and the job is done.



Lighting Fixtures

Electrical Merchandising, February, 1927

The Miller Company, Meriden, Conn., has designed a line of lighting fixtures known as the Early Colonial line, comprising a total of thirty new fixtures and brackets. Bracket No. 307, illustrated, finished in Early Colonial brass, complete with glass shade, retails for \$13 while the same fixture, in Colonial silver finish, with glass shade, is listed at \$14. The bracket is made of Miller metal, with socket covers of stamped brass.

Corrections

In the January New Merchandise section, the price of the washer of the Humanity Manufacturing Company, page 107, was given at \$165. Information received after the item had gone to press states that the price has been changed to \$170.

Inquiries received by the Safety Devices Company, manufacturer of the electrical automobile heater described in the January issue prompt us to inform readers interested that the heater is rated at 250 watts, a point about which inquiries have been made and which should have, of course, been included in the original item.

Electric Body-Warming Appliances

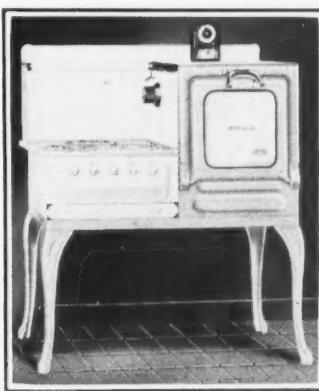
Electrical Merchandising, February, 1927
In the line of electric body-warming appliances made by Walter D. Graham, 4421 West Carroll Avenue, Chicago, are included an electric sleeping-porch blanket, a health blanket for hospital use, neck pad and belt. The heating pads are made in various sizes and shapes, in ordinary heating pad type, and for use as face-warming, head-warming and foot-warming pads. The electric warming belt is strapped on so as to warm the back, stomach or side and is made to remain in place, leaving the user free to sit, work, read or recline. It measures 10 in. wide by 20 to 50 in. in length. In one-heat type, it is listed at \$12; 3-heat, \$15. The heating pads range in price from \$7.50 to \$10 according to size and heats and the special pads from \$7 to \$15.

The sleeping porch blanket is placed under the bottom sheet when making the bed and is attached to any socket or outlet, the temperature being controlled by two thermostats. It measures 30 in. x 64 in. and retails for \$37.50. The health blanket is 68 in. wide and 83 in. long and is listed at \$78. It is made in two styles, for home and hospital use.



Automatic Range

Electrical Merchandising, February, 1927
Full automatic in type, with time and temperature control, or with temperature control only, is the 314 electric range announced by the Peninsular Stove Company, Detroit, Mich. The total maximum input of the range is 7,500 watts, including 1,000-watt appliance receptacle. There are five burners, including the oven top broiler unit, oven bottom unit, and 8-in. "Hotspot" surface unit, each with a rating of 1,500 watts and one 8-in. and one 6-in. surface unit, rated at 1,000 watts each. The heat control is through 3-heat reciprocating snap switches. The dimensions of the range are 41 in. wide, 24 in. deep, 47 in. high, with cooking platform 31 1/2 in. from the floor. The oven measures 14 in. by 14 in. by 20 in. The range may be had with right or left-hand oven, in full enamel finish or in black with enamel platform and splashes.

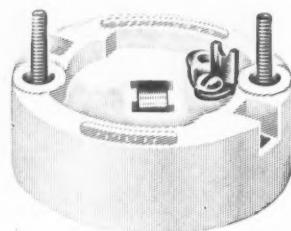


New Items of Interest to the Contractor

Porcelain Socket Extension

Electrical Merchandising, February, 1927

The Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, is announcing a new porcelain socket extension which will permit the use of 100-watt type A lamps in lighting equipment originally planned to take 100-watt Type C lamps. This extension lengthens the socket and is a part of it, rather than a screwed-in addition. It fits between the upper and lower parts of Benjamin two-piece sockets Nos. 86 and 88, without disturbing the wiring, and lowers the filament of the new smaller lamp to the right position for correct distribution of light. The extension is made to work equally well with any medium base lamp in using a reflector with the next smaller size lamp than the one for which it was intended. This is an advantage, the company points out, where it is necessary to get a wide distribution of light with a small amount of current consumption.



Canopy Pull Sockets

Electrical Merchandising, February, 1927

The Arrow Electric Company, Hartford, Conn., has brought out a new line of canopy pull sockets. The company describes this new line as an arrangement of its ordinary brass shell pull socket body so that it can be mounted in canopies. In these new sockets the hook slips over the chain guide and holds the interior in the shell. The notch engages with the canopy ring and prevents the socket from rotating. The socket ring threads on the "Uno" bead and binds the socket firmly against the ring in the canopy.

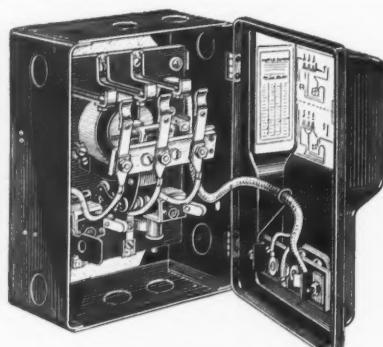


Heavy-Duty Two-Piece Hoods

Electrical Merchandising, February, 1927

By the development of a separable feature in the cast iron hoods of the Type RR heavy-duty lighting equipment of the Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, wiring the socket has been made easier in this line of equipment. The "easy-to-wire" feature is accomplished with two-piece hoods in place of the former one-piece type, the body of the hood being attached to the cap by means of a fine screw thread. Removal of the body exposes the terminal base and gives easy access to the wiring terminals, in contrast to the terminals having heretofore been recessed by the body of the hood.

The new hoods are made in both pendant and outlet box types. They have the Type RR screw thread for attaching reflectors, the same as the former one-piece hoods, and are adaptable to the same socket equipment.



Starting Switch for Small A.-C. Motors

Electrical Merchandising, February, 1927

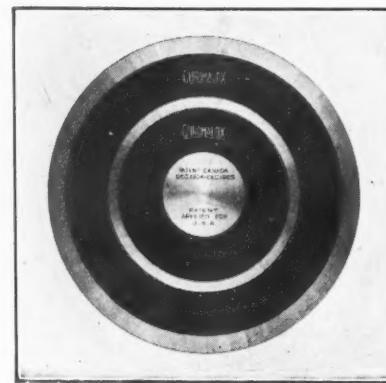
In the new starting switch brought out by the Allen-Bradley Company, 286 Greenfield Avenue, Milwaukee, Wis., motors smaller than $1\frac{1}{2}$ hp. can be equipped with push button control starters, replacing the ordinary hand-operated starting switch. With this new switch, the manufacturer points out, the advantages of push-button control, thermal overload relays and no-voltage protection are extended to the smaller size motors that heretofore have been started only with knife switches. The switch, Type J-1552, Form B, measures approximately 8 in. high, 6 in. wide and 4 $\frac{1}{2}$ in. deep.

The Form B-1 switch is equipped with start-and-stop push buttons in the switch cover, an innovation in magnetic starting switches of interest to manufacturers who wish to combine the switch and push button station in one unit. Form B-2 switch is without push buttons and the Form B-3 switch has a two-way lever switch for automatic and hand control.

High Speed Range Units

Electrical Merchandising, February, 1927

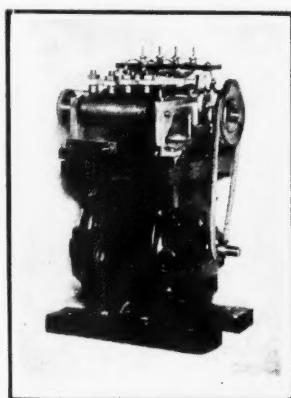
For household ranges and equipment requiring a flat-surfaced, closed, high-speed heating unit, the Edwin L. Wiegand Company, 422 First Avenue, Pittsburgh, Pa., is manufacturing a unit of new construction. It consists of two standard Chromalox ring units, of high temperature metal sheath, with rivets to hold them in place, in a cast iron supporting plate. Connection is easily made to the three terminals which are completely enclosed in a pressed steel adaptor. By using a three-heat switch, three degrees of heat are secured. This unit, which can be extensively used for other applications where an electric hot plate is required, such as laboratories, industrial processes, or to convert gas burners to electrical units, has several outstanding features.



Heavy High-Speed Flasher

Electrical Merchandising, February, 1927

In capacity, one of the largest motor flashers ever used for sign control, operating from direct current, is the new 78 heavy high speed flasher brought out by James H. Betts, Inc., 1391 Sedgwick Avenue, New York City. The flasher is less than 6 ft. long and less than 30 in. high and 18 in. wide. It may be operated in an office, or restaurant, or store, for the noise, it is explained, is no more noticeable than in sewing machine or ventilating fan. In this flasher are eliminated the old-fashioned brushes, the innumerable contacts bolted to a revolving drum, the rattle and crash of brush on contact, the objectionable noise that necessitated the placing of the old-time flasher on the roof. Copper lugs, actuated by cams, brushing the surface of a revolving drum with delicate touch, never twice in the same place, are used instead. The machine is made in all sizes and for all capacities, down to the "four-high" which without motor, weighs 7 lb. and measures 7 in. wide, 8 in. deep and 4 $\frac{1}{2}$ in. high.



Conduit Fittings

Electrical Merchandising, February, 1927

Nine new types of conduit bodies have been added to the line of fittings made by the Killark Electric Manufacturing Company, 3940 Easton Avenue, St. Louis, Mo. These new box or all-type fittings, for use on exposed rigid conduit such as is usually found in garages, factories, etc., are made in all sizes, from $\frac{1}{2}$ in. to 2 in. inclusive. They are finished in either black japan or galvanized.



Adjustable Wall Bracket Bridge

Electrical Merchandising, February, 1927

For use in hanging wall brackets that are very shallow or project up to $1\frac{1}{2}$ in. from the wall, the B & L Metal Stamping Company, Inc., 159 Jamaica Avenue, Brooklyn, N. Y., has designed a new adjustable wall bracket bridge. The center portion of this new "Belmet" device is made to hold a knob-switch or nipple to engage and tighten the brackets to the wall. The bridge is easily attached to the tapped ears of 3-in. or Gem-X wall boxes and is adjustable from flush with the edge of such boxes up to $1\frac{1}{2}$ in.

By merely loosening the two adjustment screws, the center portion can be pulled up or lowered to the desired height, without the use of crowfeet, studs or nipple and without the need to cut off or bend away any of the material.

Electrical Merchandising, February, 1927

Electrical Merchandising's Blue Ribbon Selling Ideas



*Every Town Needs Brightening Up,
—Even Hollywood*

BY FLOOD-LIGHTING and spot-lighting buildings in Hollywood, Cal., Otto K. Olesen has built up a profitable, specialized business.

Each lighting job is its own advertisement and one installation brings another.

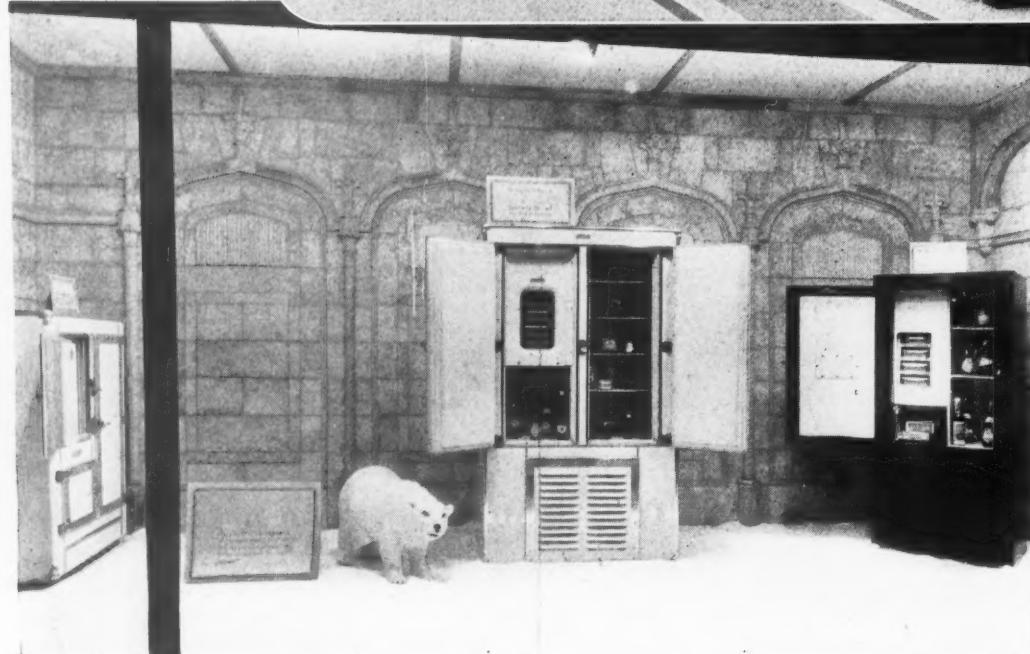
Olesen started with one truck and a few used movie "lights"; he now keeps a force of forty men fully occupied and his working equipment costs over \$160,000.

(Further details are presented in the article "A Big Business Built on Light," starting on page 100)

A Blue-Ribbon Store—The New "L



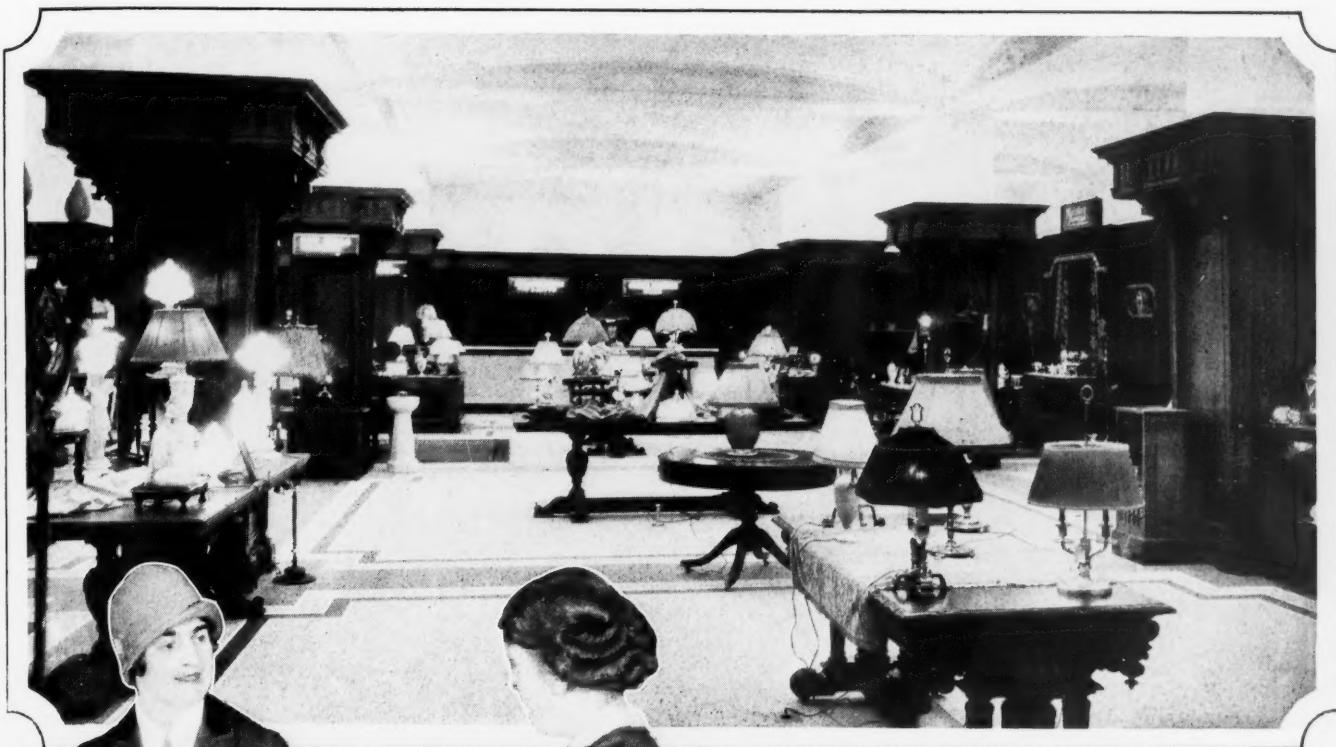
Above — Looking west in the south section of the store. Main appliance cases on the left. Dumbly elevator at the end of the case. Pneumatic-tube terminal is between the floor cases.



Above—The west section of the store, with incandescent-lamp counter on the right. Demonstrations of motor-driven devices extending down the center of the room.

Left—Effective color displays in the show-windows are obtained by means of color screens on overhead lighting, foot lighting and spot lights. Color screens were in use in the overhead lighting when this "polar-ice" picture was taken, the window having a greenish cast.

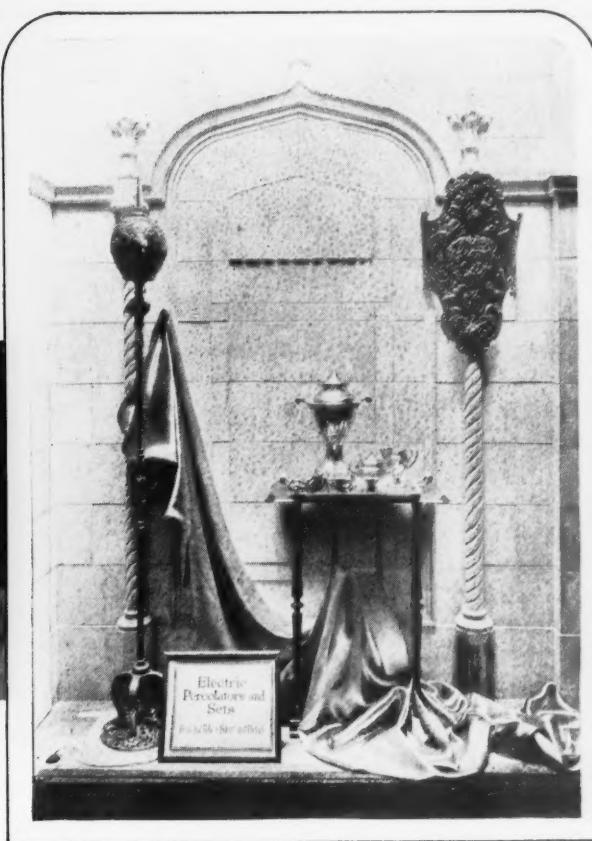
new "Electric Shop" at St. Louis



Above—Looking west in the north vista. This is a temporary setup with manufacturers' displays on the observer's right.



A customer's impressions of the handsome new appliance and portable-lamp salesroom of the Union Electric Light & Power Company



A G A I N E U R E K A



The crowning triumph for the Eureka's superiority in 1926 was the Grand Prize (highest obtainable award for electric cleaners) conferred on the Eureka by the International Jury of Awards at the Sesqui-Centennial International Exposition, Philadelphia.

"High Vacuum"—the easily demonstrated secret of Eureka's superior efficiency is responsible for the amazing success of the world's foremost electric cleaner.

A LEADS THE WORLD



ONCE more the phenomenal popular demand for the Grand Prize Eureka has risen to new heights. The result is a volume of 1926 shipments well ahead of even the amazing 1925 total and greater than that of any other electric cleaner in the world.

Year after year, Eureka has registered staggering gains. In 1920, for example, Eureka shipped 10% of the total year's production of electric cleaners; in 1923, 22%; in 1925, 30%. And, in 1926, Eureka reached the stupendous total of 290,326 cleaners produced and shipped in a single year!

The answer, to any dealer in the major home appliances, is plain: Your best chances for increased electric cleaner sales and profits lie in handling the one cleaner which has steadily forged ahead, year after year. That cleaner is the Grand Prize Eureka.

Write or wire the factory for an interview with our nearest District Sales Manager.

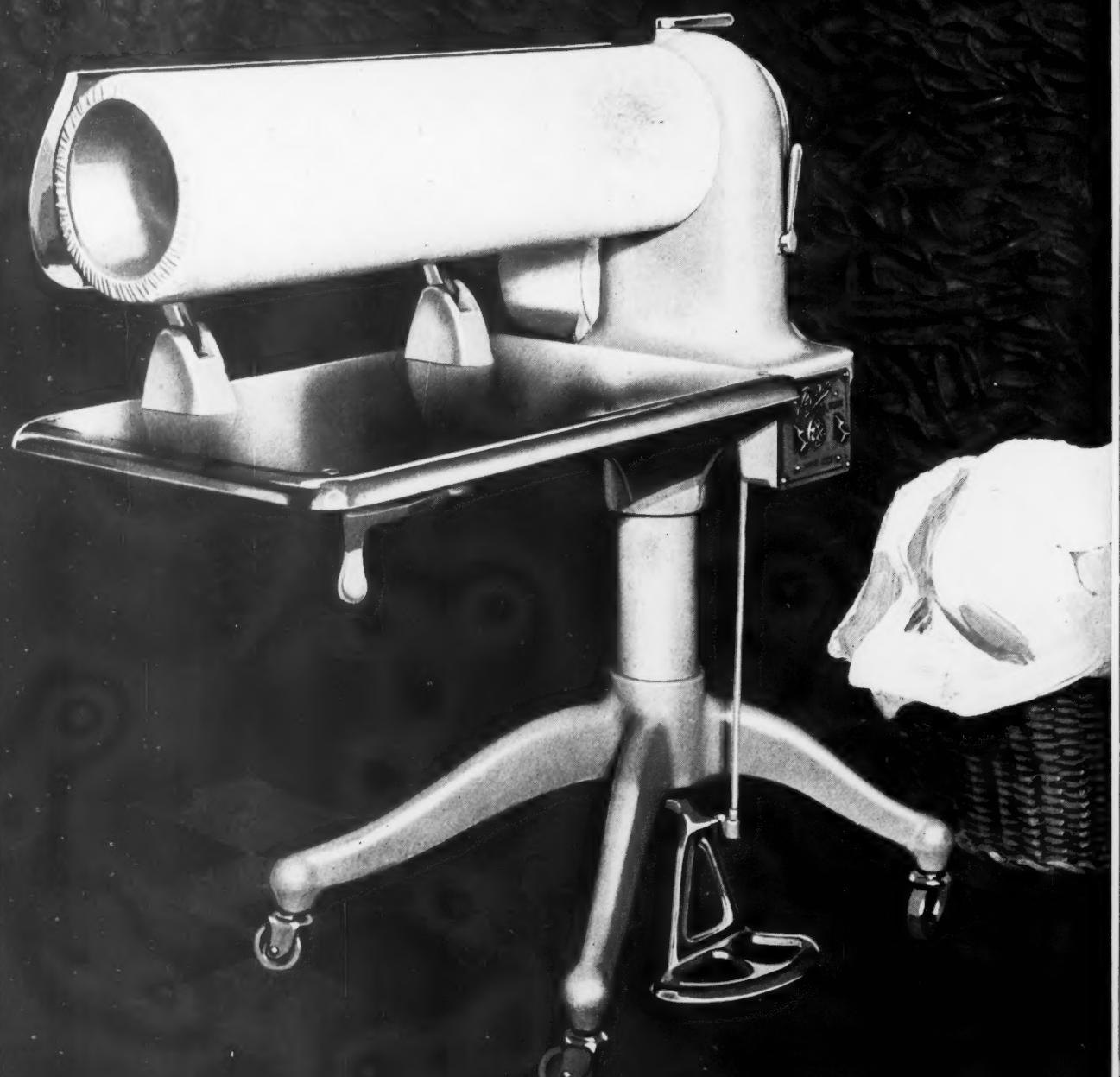
EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory: Kitchener, Ontario

Foreign Branches: 8 Fisher St., London, W. C. 1, England; 58-60 Margaret St., Sydney, Australia

5 YEARS
AHEAD





The → Chromium Plated Shoe Next to a Diamond in Hardness



No ordinary nickel—that brilliant plate on the "shoe" of the Perfection Ironer.

It's Chromium — that costly metal that is next to a diamond in hardness — and Perfection is first to use it.

Chromium — that will withstand forever the friction of work; the oxidizing influence of air; that will never, NEVER darken or "smudge" clean linens as they pass through the ironer.

You can demonstrate the hardness of this Chromium plate by dropping a coin between shoe and roll and letting it pass through the ironer. You will find no mark—not even a scratch.

Chromium plate is just one of the refinements that place the Perfection Ironer "five years ahead" — the ironer of the future as well as of today.

We will gladly send details of other exclusive points of superiority to dealers who wish to know—and handle—the best.

PERFECTION APPLIANCE COMPANY

2111 Lyman Place (at St. Aubin)

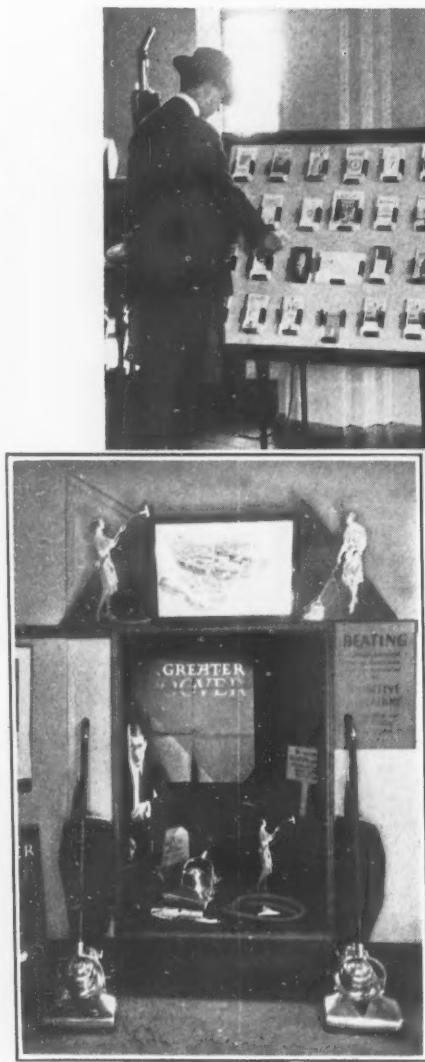
DETROIT, MICH.

Perfection

ELECTRIC IRONER

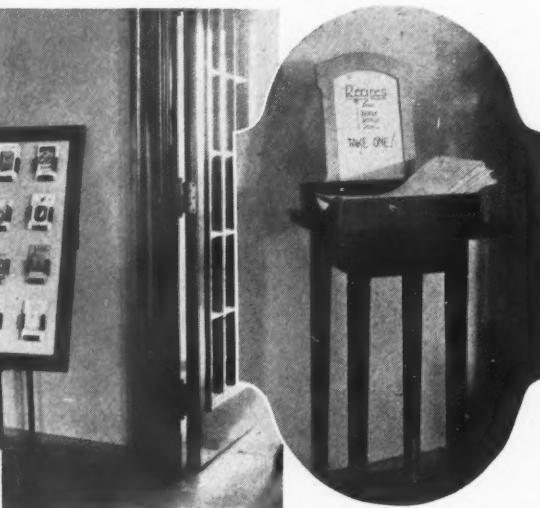
For More Store Sales—

Blue-Ribbon display and selling kinks



Using Waste Space for Effective Displays

The Electric Household Shops, Milwaukee, Wis., utilizes waste space under the stairs to good advantage. In this opening, it constructed a recess box, 38 in. wide, 54 in. high, and 60 in. deep. This box, or miniature show window within the store, is lined with black sateen. Two powerful spotlights are concealed within the upper molding. The front edge of this display space is bordered with a 3-in. gold frame. An opportunity for very effective displays within the store is thus afforded at no extra expense.



They Take Them as They Go Out

Placing a complete line of booklets near the front entrance increases the probabilities that the manufacturers' printed matter will be taken home, according to an executive of the Madison Gas & Electric Company, Madison, Wisconsin. Recipes for the preparation and cooking of food electrically are placed in a tray to the immediate right of this double doorway. This is a service which customers greatly appreciate.

Mirror Pleases Women Customers

"This mirror beside the cashier's window is a thoughtful little convenience greatly appreciated by our women customers. It also adds to the attractiveness of the store," says G. B. Richardson, merchandising sales manager of the Texas Power and Light Company, Waco, Texas.

Lamp Case Speeds Sales

"A place for each lamp and each in its place." The lighting company at Waco, Texas, has provided a case with individual compartments for each style of incandescent bulb and separate controlling switches. It cost \$165 to construct.



Four Out of Every Ten Toronto houses were "Red Seal"

THE Red Seal operating report of the Electric Service League of Toronto for 1926 is quite a striking document. As the number of houses for which building permits were taken out in 1926 was 2,157, the number of Red Seal houses for the year was 40 per cent of the total. The percentage for 1925 was 17 per cent. The League now has 141 100 per cent Red Seal builders for 1927 signed up.

It will be noted, from the table that the average number of outlets in Red Seal houses climbed from 45.5 in Jan. 1, 1926, to 51.08 on Jan. 1, 1927. The average of base outlets climbed in proportion. This shows increased general effect from League campaigning on the virtues of adequate wiring, and public response to the campaign.

The number of failures in reported Red Seal houses appears larger in the later months of 1926 because the practice was adopted in October of wiping out, each month, all failures accruing, rather than making a general deduction at the end of the year. As some of these failures are of houses reported in 1925 and early in 1926, and unfinished for a long time, these deductions do not make the net figures for each month a true picture for each particular month by itself.

When houses—under present Toronto real estate conditions—remain unfinished over the winter, and sometimes for a year at a time, no other system is possible than of carrying houses along on records for an inordinate length of time. The weakness is in the building condition, and real estate market, not in the League record system.

However, the year's totals, and grand totals, work out with accuracy, down to the last card in the League files, and the showing—made by two field men alone—is remarkable.

Red Seal Increases Total Number of Outlets 57 per Cent

"Kansas City Red Seal specific stations call for 25 per cent more outlets than the average home here now possesses. But as the average number of outlets in the forty-five Red Seal homes so far certified show 26 per cent more outlets than required, it is apparent that Red Seal has been the cause of increasing the

average size of this type of wiring job in this community 57 per cent over the old way," declares G. W. Weston, secretary-manager of the Kansas City Electric Club. "Furthermore," he continues, "one-quarter of all the Red Seal jobs installed during the past three months have been requested by the architect or builder without solicitation from the electrical contractor.

"Again, there is a noticeable tendency on the part of both architect and builder to specify an adequate number of outlets in the kitchen and dining room and to provide two wall brackets in the bathroom, one on each side of the mirror, whether or not it is to be a Red Seal job. This is an indication of the indirect beneficial results of the Red Seal."

Mr. Weston adds that the compulsory clause requiring a ceiling fixture in the living room has been removed. Ceilings are lower than formerly and wall brackets, therefore, are more popular. "During November, we received more applications for Red Seal certificates than during the three preceding months. The added wall brackets fully compensate in cost and outlet capacity for the omission of the overhead fixture," he concludes.

“Red Seal” Operations at Toronto During 1926

Red Seal Houses				Outlets and Averages				Final Seals	Field Work	
Date	Gross Number Reported	Failures to Qualify	Net	Outlets	Average, Per House	Base Outlets	Average, Per House		Inspections	Builder and Architect Contracts
Brought Forward January, 1926										
Totals.....	854	..	794	38,900	45.5	7,659	9	406
February 1.....	20	15	43	1,126	45.6	269	9.3	35	124	55
March 1.....	29	..	16	769	45.7	164	9.6	59	77	136
April 1.....	35	..	44	1,633	47.76	309	0.06	87	229	135
May 1.....	51	..	75	4,444	46.78	991	9.37	61	330	146
June 1.....	101	1	88	3,665	47	895	9.5	49	238	250
July 1.....	133	6	107	6,609	49	1,076	9.7	35	241	320
August 1.....	144	2	148	8,364	49	1,668	9.9	31	271	268
September 1.....	63	4	59	3,099	49	685	9.5	47	178	216
October 1.....	64	16	59	3,408	50.25	693	10.05	91	322	292
November 1.....	98	12	58	2,897	50.4	616	10.01	62	349	447
December 1.....	76	10	64	3,559	50.62	683	10.13	80	455	470
January 1, 1927.....	69	11	50	3,265	51.08	621	10.20	58	441	289
Year's total.....	888	77	806	42,838	51.08	8,670	10.20	695	3,255	3,024
Grand total.....	1,742	77	1,600	81,738	47.00	16,329	9.35	1,101
January 1, 1927—Red Seal houses not "counted" or checked yet.....				65						
Total.....				1,665						
Jan. 1—Red Seal houses unfinished.....										499
Total finals (21 apartment houses included, each counted as ONE).....										1,101
Non-Red Seal houses counted										
Number										
Outlets										
Average										
January 1.....	1,016			30,394	29.52	4,257	4.19			

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes with Albert L. Salt, president, Graybar Electric Company, that

"No business ever succeeded unless there was an economic justification of and for it. No business or industry in America is doing as much for industry, for the home, for the people themselves, as the electrical industry. We are fortunate indeed to be allied with a business so interwoven in the warp and woof of the industrial and domestic life of America as the electrical industry—and electricity is just starting its real development."

"Read Before You Sign"—Weigh Every Word of the Contract Carefully

TO BRING before business men of all parts of the country, an understanding of the consequences which may come of the careless use of one's signature, the National Better Business Bureau has laid down some simple and common-sense rules for the guidance of the man about to append his signature on the crucial "dotted line."

Read the contract offered, and find out its provisions. Make up your mind whether it meets your wishes, before you sign. If a contract is too complicated for you to understand when you read it, better not sign it until someone whom you know very well has read it and explained these provisions:

1. What does the seller agree to deliver?
2. How much do you agree to pay?
3. When are you to pay it?

Observance of these simple rules would put a stop to most of the business troubles, misunderstandings, and charges of fraud which now impede the progress of trade and industry.

Business Cycles in the Prosperous U. S. A.

MATERIAL has just been issued by the National Bureau of Economic Research giving the results of a long-time study of the "business cycle."

The results of this study show that the United States has the shortest business cycle of any country. The average duration is two years, while the commonest length is three years. The average business cycle of foreign countries is 5.4 years.

In 128 years of American annals, thirty-two busi-

ness cycles have been identified. One cycle of only one year in length has been found, and one of nine years, but the commonest length is three years, of which ten such cycles have been found in America.

Get the Doctors to Prescribing Electrical Labor-Savers

DOCTORS play a leading part in the lives of their communities. They are interested in preserving the health and well-being of their local publics. Individually their influence is great in the homes which they enter either professionally or socially.

Demonstrate to the doctors of your town what electricity can do to lighten toil and preserve the health of womankind. Show them how the electric washer eliminates the disease hazard of the promiscuous common laundry or "wash-woman"; how the electric ironer lightens the housewife's labor; how the electric refrigerator safeguards food; and how each of the other devices has its own story of health preservation to tell.

The average physician yet knows all too little about electrical appliances. And he has not viewed them particularly as health-restorers and health-insurers. But he will quickly grasp this point when it is presented to him.

The M. D. can be one of the best and most effective missionaries to spread the electrical idea in your town.

"Who Called the Baseboard Outlet a 'Convenience' Outlet?"

IN THE days when the only outlet constituted the overhead lamp socket, householders clamored for some device that would eliminate the trouble of unscrewing the lamp from its socket and attaching the toaster or other appliance in inconvenient, overhead, fashion. On the wave of this agitation, came the baseboard outlet which everyone hailed as an outstanding contribution to electrical household comfort. Now housewives are discounting the convenience of the so-called "convenience" outlet and are asking manufacturers to offer some arrangement that will make portable appliances real labor-saving equipment.

Voicing her disapproval of the baseboard outlet as now designed and used, one woman writes us: "It has always puzzled me where the term 'convenience' originated in reference to the usual baseboard outlet. To me, it is anything but a convenience. Do you know,—rather than get down on the floor and do a regular 'daily dozen' trying to locate the elusive holes into which the prongs of the plug must be placed, I would rather do without the use of the appliance. Many times, I have brought out the old hand toaster and the non-electrical percolator rather than go through the various contortions necessary to get the plug finally placed into the outlet. The waist-high outlet, on the other hand, is a real convenience outlet I find."

"But I do not complain idly about the baseboard outlet. Surely those manufacturers who have designed such wonderful labor and time-saving appliances for the home, can solve the problem of the inconvenient

outlet and make their equipment labor-savers in fact as well as in name. They will not want to leave their tasks half-done.

"The thought has occurred to me many times—whether it is practical or not, I do not know—but could not some mark of identification be made on the baseboard-outlet plate to guide the user and show whether the slots run crosswise or up-and-down?

"For instance, could not a slight 'bump' or ridge be made over the top or bottom 'hole' so that the correct position of the plug may be indicated? And put a similar bump on the plug? The position of the outlet itself is not so bad unless some heavy object of furniture is placed over it as is sometimes the case in compact apartments where very 2 inches of space count, but it is the very troublesome and extremely uncomfortable groping one must undertake before the final attachment of the plug can be made.

"Is my suggestion of identifying one or both 'holes' in the outlet feasible? And wouldn't it take the inconvenience out of the convenience outlet?"



Figures that Are Essential to Every Business

HERE are many electrical dealers who are attempting to operate their stores without proper information. Yet that information is just as vital to the operation of their businesses as the information obtained from the switchboard instruments is to the operation of a powerhouse.

When the powerhouse operator looks over his meters he has secured the whole story of what the powerhouse is doing.

The meters have shown him how much current each generator is producing, and how much the whole station is producing. If trouble has developed in any of the circuits the meters instantly will indicate it. That switchboard information enables the operator to control the powerhouse.

And the information the electrical dealer needs is the information that enables him to control his business. It is the figure information that reveals exactly the status of his business, that informs him whether the business is being operated at a profit; that discloses any trouble that may have developed. Without it, the electrical dealer is operating just as blindly as a plant operator running a powerhouse without switchboard instruments.

Portable Lamps—Outlets for the Eternal Feminine Taste for Costly Millinery

THE feminine appeal of portable electric lamps grows and grows. On every hand we find women turning from permanently-installed lighting fixtures and spending an increasing amount of money on beautiful lamps—and many of them. This tendency has been deplored by many electrical men.

Yet is this feminine taste for costly and beautiful lamps so surprising after all?

Costly millinery has always been dear to the feminine heart—from ages seven to ninety-seven. Formerly each woman had only one head for which to provide millinery adornment. Now, thanks to the genius of Edison and others, she has portable lamps in numbers,—each lamp a virtual hat-rack for illuminated millinery. Each lamp thus becomes a challenge for adornment, each lamp-shade an outlet for self-expression in silks, satins and brocades.

Instead of one head to outfit, she now has in addition five or ten or fifteen lamps to decorate, and select for. And so, she is very, very happy. Let us pull with, rather than against, this deep-seated feminine urge to "trim" a hat or a lamp-shade!

The Jobber Is "We" Not "They"

ELECTRICAL men talk of the jobber and say "they." But talk of the jobber and you are talking of distribution and distribution is not "they." It's "us." Everything electrical that any one of us may make or buy or sell has to be distributed and we all pay for it.

The trouble with it is that few men are distribution conscious. Production or sales they understand. But distribution is not so real to them. And so we hear all the talk about the "middle man" and "will the jobber survive?" As long as goods cannot be all consumed right where they are made, there will be distribution and both the manufacturer and the retailer must play the game according to the economic law or everybody suffers.

Needed—A Program to Bring Prosperity to the Trade

THE greatest need of the electrical industry is a program which will bring a greater measure of prosperity to the jobber, the contractor and the retail dealer, and thus develop the resourcefulness of these important factors and make these branches attractive to men of a high type of intelligence and ambition.

In most communities a high percentage of existing buildings have already been wired, and the growth from now on must come in educating vast numbers of people to the increased electrical advantages which they may enjoy, if they will.

Under these conditions the widest amount of intelligent co-operation in the industry is necessary in order that all possible customers for electrical service may be informed.

JOHN F. GILCHRIST,
Vice-president, Commonwealth
Edison Company, Chicago.

A Review of the 1927 Fan Market

Comprehensive list of standard and new fans offered by leading manufacturers for the 1927 fan season, including sales helps

WHILE millions of future fan customers are shivering through the electric-heater season, fan manufacturers and dealers are negotiating for fan stocks for coming fan weather. For the dealer's convenience, there is listed below the numbers that will be offered by leading fan manufacturers for this season.

While such information is not included in this list, the majority of a.c. fans are offered in voltages of 110 and 220, in 25 to 60 cycles, d.c. fans being available in voltages of 110, 220 and 32. To avoid complicated listing, therefore, the price in each case is quoted on 110, 60-cycle a.c. or 110-volt, d.c. fans.

Century Electric Company,

St. Louis, Mo.

Alternating Current—all standard voltages and frequencies

9-in. straight, single-speed; 9-in. oscillating, single-speed; 9-in. oscillating, 3-speed; 12-in. oscillating, 3-speed; 16-in. oscillating, 3-speed; 58-in. ceiling fan, 3-speed; 16-in. ventilating fan, 3-speed.

Direct Current—all standard voltages
9-in. oscillating, 3-speed; 12-in. oscillating, 3-speed; 16-in. oscillating, 3-speed; 58-in. ceiling fan, 3-speed; 16-in. ventilating fan, 3-speed.

Dealer Helps

Complete line of display and printed matter.

Day-Fan Electric Company,

Dayton, Ohio

8-in. universal fan, 100-120-volt, non-oscillating, single-speed black, \$7.50.

Alternating Current

10-in. oscillating, single-speed, black, \$15; 12-in. oscillating, 3-speed, black, \$30; 16-in. oscillating, 3-speed, black, \$35; 12-in. non-oscillating, 3-speed, black, \$23; 56-in. ceiling fan, walnut colored blades, 3-speed \$52; 48-in. ceiling fan, single-speed, \$42; 10-in. ventilating fan, black enamel, \$20; 16-in. ventilating fan, black enamel, with regulator, \$30.

Direct Current

10-in. oscillating, single-speed, black, \$15; 12-in. oscillating, 3-speed, black, \$30; 16-in. oscillating, 3-speed, black, \$35; 12-in. non-oscillating, 3-speed, black, \$23; 57-in. ceiling fan, 3-speed, black, \$50; 48-in. ceiling fan, single-speed, black, \$40; 32-in. ceiling fan, single-speed, pendant switch, black and walnut, \$32; 10-in. ventilating fan, black enamel, \$20; 16-in. ventilating fan, with regulator, \$30.

Dealer Helps

Catalog-folder, six-page folder, window streamers, window and counter displays, window and counter cut-outs, mats and electros for newspaper advertising.

Emerson Electric Manufacturing Company,

St. Louis, Mo.

Alternating Current

9-in. non-oscillating, 4-blade, single-speed, black desk or bracket, \$10.50; 9-in. oscillating, 4-blade, single-speed, black desk or bracket, \$14; 10-in. oscillating, 4-blade, single-speed, black desk or bracket, \$15.50; 9-in. oscillating, 4-blade, 3-speed, black desk or bracket, \$24; 12-in. oscillating, 4-blade, 3-speed, black desk or bracket, \$31.40; 16-in. oscillating, \$36; 12-in. oscillating, 6-blade, 3-speed (slow speed), desk or bracket, \$33.60; 16-in. oscillating, 6-blade, 3-speed (slow speed), desk or bracket, \$38.20; 12-in. oscillating, 6-blade, 3-speed (slow speed) French gray, \$35; 12-in. non-oscillating, 4-blade, 3-speed, black, \$24.40; 9-in. non-oscillating, 4-blade, single-speed, hotel type wall fan, \$12.50; 56-in. 4-blade, 3-speed ceiling fan, brown mahogany, with or without stem, \$52-54; 32-in., 6-blade, 3-speed, ceiling fan, brown mahogany, without stem, \$43; 48-in., 4-blade, 3-speed, with stem or chain suspension, French gray, \$54; 9-in. ventilating fan, with or without mounting panel, \$14.17; 12-in. ventilating fan, with or without panel, \$27.31; 16-in. ventilating fan, without panel, \$31. Exhaust fans, 12 in. to 30 in.

Direct Current

9-in. non-oscillating, 4-blade, three-speed, black desk or bracket, \$17.60; 12-in. non-oscillating, 4-blade, three-speed, black desk or bracket, \$23.80; 9-in. oscillating, \$23.60; 12-in. oscillating, \$31.20; 16-in. oscillating, \$34.80; 56-in. ceiling fan, 4-blade, 3-speed,

with or without stem, \$50-52; 9-in. ventilating fan, with or without mounting board, \$14-17; 12-in. ventilating fan, with or without panel, \$27-31; 16-in. ventilating fan, without panel, \$31. Exhaust fans, 12 in. to 30 in.

"Northwind" fans—adjustable, desk-bracket type: 8-in., 2-speed, non-oscillating, universal, 100-120 volts, \$7.50; 10-in., 3-speed, oscillating, 110-120 volts, a.c. and d.c., 30-50 d.c., \$15.

Dealer Helps

Blotter, small broadside, window display and prepared newspaper ads.

Fifty-six-line newspaper electros, ninety-eight-line newspaper electros, easel-back window card, 18 in. by 12 in., fan display and weather vane set, movie slide and blotter.

Diehl Manufacturing Company,

Elizabeth, N. J.

Alternating Current

9-in. non-oscillating, single-speed, \$9; 9-in. oscillating, single-speed, \$12.50; 10-in. non-oscillating, 3-speed, \$14; 10-in. oscillating, 3-speed, \$18; 12-in. non-oscillating, 3-speed, \$23.50; 12-in. oscillating, 3-speed, \$30; 16-in. oscillating, 3-speed, \$35; 32-in. ceiling, 4-blade, single-speed, with switch at bottom or with 4-in. shade holder, no switch, \$40; 52-in. ceiling fan, 4-blade, 3-speed, \$52; 12-in. flat-blade ventilating, 6-blade, single-speed, \$26; 16-in. flat-blade ventilating, 6-blade, single-speed, \$30; 9-in. bucket-blade exhaust, 5-blade, single-speed, \$29; 12-in. bucket-blade exhaust, 5-blade, single-speed, \$33; 15-in. bucket-blade exhaust, 5-blade, single-speed, \$50.

Direct Current

9-in. non-oscillating, single-speed, \$9; 9-in. oscillating, single-speed, \$12.50; 10-in. non-oscillating, 3-speed, \$14; 10-in. oscillating, 3-speed, \$18; 12-in. non-

oscillating, 3-speed, \$23.50; 12-in. oscillating, 3-speed, \$30; 16-in. oscillating, 3-speed, \$35; 32-in. ceiling, 2-blade, single-speed, prices on application; 56-in. ceiling, 4-blade, 3-speed, \$52; 12-in. flat blade ventilating, 6-blade, single-speed*, \$26; 16-in. flat blade ventilating, 6-blade, single-speed*, \$30; 9-in. bucket-blade exhaust, 5-blade, single-speed*, \$29; 12-in. bucket-blade exhaust, 5-blade, single-speed*, \$33; 15-in. bucket-blade exhaust, 5-blade, single-speed*, \$50.

*3-speed regulator, \$5 extra.

Dealer Helps

Large catalogs, condensed catalogs, eight-page folders, window cut-outs, decalcomania signs, newspaper cuts for single and two-columns, large window pasters and complete advertising service.

Fidelity Electric Company, Lancaster, Pa.

8-in. automobile ceiling fan, black, \$12; 8-in. universal, non-oscillating, single-speed, \$8.50; 12-in. oscillating and non-oscillating, 3-speed, \$24-18.

Alternating Current

12-in. trunnion fan, commutator, \$19.20; 16-in. trunnion fan, commutator, \$22.80; 12-in. oscillating, 3-speed, commutator-type motor, \$26.40; 16-in. oscillating, 3-speed, commutator-type motor, \$31.20; 32-in. ceiling fan, white finish, \$28.80; 12-in. ceiling fan, single-speed, black enamel (3-speed regulator extra), \$26.40; 12-in., 16-in. and 18-in. ventilating fans, \$26.40, \$28.80, \$48.

Direct Current

12-in. trunnion fan, commutator, \$18; 16-in. trunnion fan, commutator, \$21.60; 12-in. oscillating, 3-speed, commutator-type motor, \$24; 16-in. oscillating, 3-speed, commutator-type motor, \$28.80; 32-in. ceiling fan, white finish, \$26.40; 12-in. ceiling fan, black, single-speed (3-speed regulator extra), \$24; Type "B" ceiling fan for 12-ft. ceiling, in single and two-speed, \$36, \$38.40; with electrolier, \$37.20, \$39.60; 12-in., 16-in. and 18-in. ventilating fans, \$19.20, \$24, \$45.60; Intermittent-blast ceiling fan, 6-blade, \$84.

Galvin Electric Manufacturing Company, St. Louis, Mo.

Alternating Current

10-in. non-oscillating "Galvin", \$12; 12-in. non-oscillating "Galvin", \$23; 9-in. non-oscillating, "Jack Frost", \$9; 10-in. oscillating, "Galvin", \$22; 12-in., \$30; 14-in., \$32; 16-in., \$35; 9-in. oscillating, "Jack Frost", \$15; 10-in., \$16.50; 52-in. ceiling fan, 4-blade, 3-speed, 110-volt, \$52; 12-in. exhaust fan, \$27, and 16-in., \$31.

Direct Current

12-in. straight, \$23; 12-in. oscillator, \$30; 14-in., \$32; 16-in., \$35; 56-in., 4-blade, 3-speed, ceiling fan, 115-volt, \$52.

Universal

9-in. oscillator, "Jack Frost", \$14; 10-in. oscillator, "Galvin", \$22; 10-in. oscillator, "Jack Frost", \$15.

Dealer Helps

Window cut-out and movie slides, folders and printed matter.

Fitzgerald Manufacturing Company,

Torrington, Conn.

8-in. universal, non-oscillating, in nickel, ivory and black, \$6.50; 10-in. universal and induction types, non-oscillating, 3-speed, nickel finish, \$10; 10-in. universal and induction types, oscillating, in ivory, nickel and black, \$13.50; 10-in. universal, 3-speed, oscillating, in all-nickel finish, \$13.50; 12-in. induction and d.c. types, 3-speed, oscillating, black, \$25; 16-in. induction and d.c. types, 3-speed, oscillating, black, \$30.

Dealer Helps

Cards, circulars, display material and national magazine advertising.

General Electric Company,

Bridgeport, Conn.

6-in. non-oscillating, universal, green finish, \$5; cream, \$6.

Alternating Current

9-in. non-oscillating and oscillating types, single-speed, green, \$10, \$12.50; 12-in. non-oscillating and oscillating types, 3-speed, green, \$23, \$30; 16-in. oscillating, 3-speed, green, \$35; 32-in., 2-speed, 4-blade ceiling fan, green, \$40; 52-in., 3-speed, 4-blade, ceiling fan, green, \$52; 12-in. ventilating fan, 6-blade, single-speed*, \$25; 16-in. ventilating fan, 6-blade, single-speed*, \$27. *3-speed regulator, \$5 extra.

Direct Current

9-in. non-oscillating and oscillating desk, single-speed, green, \$10, \$12.50; 12-in. non-oscillating and oscillating desk, 3-speed, green, \$23, \$30; 16-in. oscillating, 3-speed, green, \$35; 32-in., 4-blade, two-speed ceiling fan, green, \$40; 52-in. 4-blade, 3-speed ceiling fan, green, \$52; 12-in. ventilating fan, 6-blade, single-speed*, \$25; 16-in. ventilating fan, 6-blade, single-speed*, \$27. *3-speed regulator, \$5 extra.

Dealer Helps

National advertising, newspaper advertising in distributors' cities, outside store sign, dealers' catalog and manual, condensed catalog, folder, six-inch fan leaflet, nine-inch leaflet, fan girl window display, price card, lantern slide, sample sales letters, mats of newspaper advertisements.

Harvey Hubbell, Inc.

Bridgeport, Conn.

9-in. universal, horizontal-type desk fan, various finishes, \$30.

Robbins & Myers Company,

Springfield, Ohio

Alternating Current

8-in. non-oscillating, single-speed, desk or bracket, \$7.50; 10-in. non-oscillating, single-speed, desk or bracket, \$11.50; 10-in. non-oscillating, 3-speed, desk or bracket, \$15; 12-in. non-oscillating,

3-speed, desk or bracket, \$23.50; 10-in. oscillating, 3-speed, desk or bracket, \$16.50; 10-in. oscillating, 3-speed, desk or bracket, \$21; 12-in. oscillating, 3-speed, desk or bracket, \$30; 16-in. oscillating, 3-speed, desk or bracket, \$35; 16-in. slow-speed oscillating, 3-speed, desk or bracket, \$35; 56-in. ceiling fan, 4-blade, 3-speed, \$54; 36-in. ceiling fan, 3-speed, \$42.50; 12-in. single-speed ventilating fan, 6-blade*, \$26; 16-in. single-speed ventilating fan, 6-blade, \$30.

*3-speed regulator, \$5 extra.

Direct Current

8-in., 2-speed, non-oscillating, desk or bracket, 32-volt, \$8.50; 10-in. non-oscillating, 3-speed, desk or bracket, \$15; 12-in. non-oscillating, 3-speed, desk or bracket, \$23.50; 10-in. oscillating, 3-speed, desk or bracket, \$21; 12-in. oscillating, 3-speed, desk or bracket, \$30; 16-in. oscillating, 3-speed, desk or bracket, \$35; 16-in. slow-speed oscillating, 3-speed, desk or bracket, \$35; 56-in. ceiling fan, 4-blade, 3-speed, \$52; 54-in. ceiling fan, 4-blade, 3-speed, \$50; 12-in. ventilating fan, 6-blade, single-speed*, \$26; 16-in. ventilating fan, 6-blade, single-speed*, \$30. *3-speed regulator, \$4.50 extra.

Universal Type Fans

8-in., wall or bracket, non-oscillating, 2-speed, 110 volts, \$8; 10-in. oscillating, 3-speed, 110 volts, \$19.50.

Dealer Helps

Decalcomania window sign, three-panel window display, folders, catalogs.

Signal Electric Manufacturing Company,

Menominee, Mich.

Universal Type

9-in. non-oscillating, 2-speed toggle switch, black enamel, \$7.50, \$9; 9-in. oscillating, 2-speed toggle switch, green lacquer, \$12, \$13.50; Ventilating fan, household type, olive green enamel, \$18.

Dual-Wound, with switch arrangement for a.c. and d.c.

12-in. oscillating, 2-speed toggle switch, green lacquer, \$24; 16-in. oscillating, 2-speed toggle switch, green lacquer, \$28.

United Electrical Manufacturing Company,

Adrian, Mich.

Universal Type—desk or bracket fans

8-in. non-oscillating, single-speed, \$5.50; 9-in. non-oscillating, single-speed, \$7; 10-in. oscillating, 2-speed, toggle switch, \$10.

Wagner Electric Corporation, St. Louis, Mo.

Alternating Current

9-in. non-oscillating, single-speed, desk or bracket, black, \$10; 10-in. oscillating, 3-speed, black, \$16.50; 12-in. non-oscillating, 3-speed, black, \$23; 12-in. oscillating, 3-speed, \$30; 56-in. ceiling

Continued on page 131

"DEALER HELPS" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

Plan Now for Fan Business

Although the fan season seems far off at this cold and bleak time of year the busy electrical merchant finds the period for fan sales preparation all too short for the many things that must be done to insure a successful fan season.

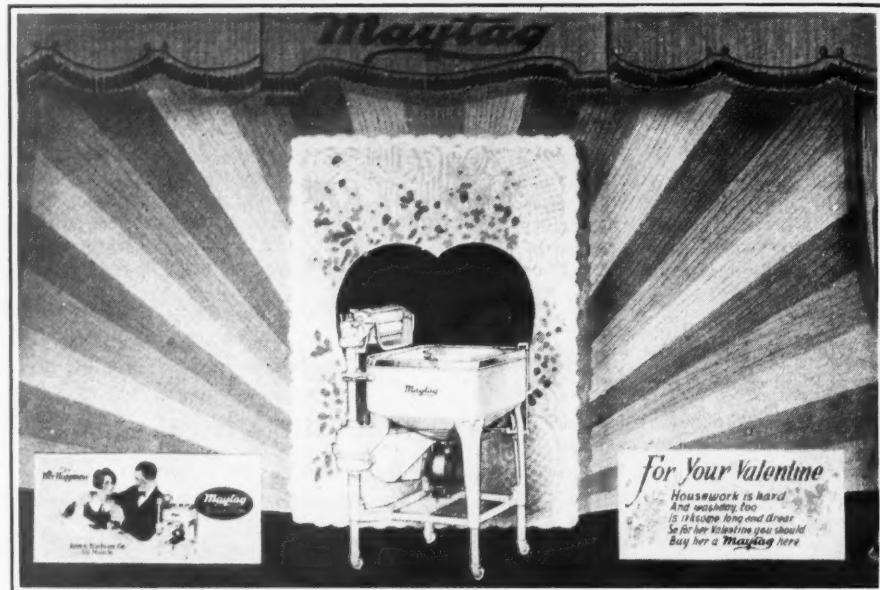
In the first place, now is the time to look over the catalogs and sales sheets of the various manufacturers and decide upon fan stocks. The sales help material prepared by these manufacturers must be carefully studied for use in fan campaigns, for window and store display and for direct-mail, house-to-house and store selling. In the fan specification pages will be found a list of the fan models offered by leading manufacturers, together with a general statement of the sales helps to be offered for 1927.

Practically all fan manufacturers have a newspaper advertising service, including mats or electros, so that the series of fan advertisements offered can be immediately put to local use by the merchant. Some of the newspaper advertisements are unusually clever. The Westinghouse Electric & Manufacturing Company has a series of humorous fan advertisements in sketch and rhyme. For motion in display, the "Northwind" set-up, with fan in operation, shifting the weather vane, will lend interest to the fan window. The six-color window cards of the Day-Fan Company provide vivid color, another requisite for attention-compelling displays. The General Electric Company is again featuring its well-known G-E fan girl as well as a new outdoor sign, printed in blue, orange and dark green on heavy metal. It is a flange sign, dignified in appearance and reads: "G-E Fans—buy them here."

"Absopure" Dealer Sales Agreement

To insure its dealers continuance of contract after initial sales work in introducing "Frigerator" and "Absopure" units in his territory, the General Necessities Corporation, Detroit, has drawn up a dealer sales agreement. Under this agreement, a continuance of contract over a period of not more than three years is guaranteed. The number of units to be ordered by the dealer during each month are in no cases prohibited, the company explains, for it is not the intention at any time to overload the dealer.

The ice cream cabinet agreement, a separate form of the agreement, states that the dealer has the privilege to sell ice cream manufacturers who do not maintain service departments and in such cases the dealer is allowed the regular discount from list prices, combining a long term contract and protection in the lines offered.



How the February Maytag window looks set up. Complete directions

for the trim are given in the January issue of Maytag "Profit News."

Valentine Window Features Washer

Against a lacey-white background, made from lace-paper doilies and white shelf paper, the Maytag washer becomes an interesting valentine. The February display of the Maytag Company is one of the most colorful offered in the window-display series. A field of blue artificial flowers, or paper flowers, cut from Dennison's decorated crepe paper 361 or 383, surrounds a large red heart cut from Scarlet Buckeye printing paper while the streamers radiating from the center display are in blue, green and pink. On the floor in the foreground is a reproduction of the February poster.

The Cutler-Hammer Manufacturing Company, Milwaukee, Wis., has designed a new style packing for its 7050 feed-through switch. The packing is intended to increase the "over-the-counter" sales of the switch, calling attention to the switch at the critical time of its sale, which is when a percolator or toaster or other appliance is being purchased. Both cartons and boxes are printed in the standard blue and orange Cutler-Hammer colors.

The Wolcott Manufacturing Company, in its New York showroom at 200 Fifth Avenue, contains several original window and case trims that can be duplicated by the merchant in his own shop. The trims are changed periodically and are under the supervision of one of New York's foremost display specialists.

The Hoover Company, North Canton, Ohio, announces as its 1927 dealer help program, national advertising in leading popular magazines, an advertising service in which the company shares with the dealer, with an allowance, per machine, for local newspaper, or poster board advertising, interior and window display material, folders and booklets.

The Bryant Electric Company, Bridgeport, Conn., announces its 1927 catalog, completely revised and fully illustrated, describing over four thousand Bryant devices.

1927 Four Star Book

An institution with agents of the National Lamp Works is the Four Star Book which makes its appearance at the beginning of each year. From January to December it serves as a reference book of the current advertising, the dealer material to use in tying in with the national advertising campaign, a number of proven methods for developing store and outside lamp sales, list of dates for illumination courses to be given during 1927 by the Nela School of Lighting and special material available for demonstration and other use. Of paramount interest in the 1927 book are the colored illustrations of window display material for the year; the 1928 calendar "Light," by Norman Rockwell; illustrations of newspaper mats and plates for 1927; and a complete listing of all available bulletins, booklets, reports, exhibit material. The book derives its title from the fact that it tells how best to apply to lamps the four principles of merchandising that mean successful business.

A Review of the Fan Market

Continued from page 129

ing fan, 3-speed, black enamel, \$52; 12-in. and 16-in. ventilating fans, 4-blade, \$27, \$31.

Direct Current

12-in. non-oscillating, 3-speed, desk or bracket, black, \$23; 12-in. oscillating, 3-speed, \$30; 16-in. oscillating, 3-speed, \$35; 56-in. ceiling fan, 3-speed, black enamel, \$52; 12-in. and 16-in. ventilating fans, 4-blade, \$27, \$31.

Dealer Helps

Selling help portfolio, blotter, small price folder, large catalog, newspaper mats.

Westinghouse Electric & Manufacturing Company,

Mansfield, Ohio

"Whirlwind" fan, universal motor, black, \$7.50.

Alternating Current

10-in. non-oscillating, 3-speed, black or ivory, \$12.50; 10-in. oscillating, 3-speed, black or ivory, \$16.50, \$18.50; 12-in. non-oscillating, 3-speed, black, \$23.50; 12-in. oscillating, 3-speed, black, \$30; 16-in. oscillating, 3-speed, black, \$35; 16-in. oscillating for ceiling, 3-speed, black, \$45; 56-in. ceiling fan, 4-blade, black, \$52; 36-in. ceiling fan, 4-blade, \$42.50; 12-in. kitchen exhaust fan in adjustable slide, 2 sizes, 6-blades, \$45, \$47.50; 12-in. exhaust fan in horizontal or vertical delivery, 4-blade, single-speed*, \$27; 16-in. exhaust fan, in horizontal or vertical, 4-blade, single-speed*, \$31.

Direct Current

10-in. non-oscillating, 3-speed, black or ivory, \$12.50; 10-in. oscillating, 3-speed, black or ivory, \$16.50, \$18.50; 12-in. non-oscillating, 3-speed, black, \$23.50; 12-in. oscillating, 3-speed, black, \$30; 16-in. oscillating, 3-speed, black, \$35; 16-in. oscillating for ceiling, \$45; 56-in. ceiling, 4-blade, black with wood blades, mahogany finished, \$52; 12-in. exhaust fan, horizontal or vertical delivery, 4-blade, single-speed*, \$27; 16-in. exhaust fan, horizontal or vertical delivery, 4-blade, single-speed*, \$31.

*3-speed regulator for exhaust fans listed, \$5 extra.

Dealer Helps

Extensive newspaper advertising program, eight window cards and counter display in color, "Home" fan folder, "Commercial" fan folder, envelope enclosure, double post card or return order card, direct mail folders, truck sign and bill stickers.

Hunter Fan & Motor Company

Fulton, N. Y.

Alternating Current

9-in. oscillating, single-speed desk fan, \$12.50; 9-in. oscillating, two-speed, black or bronze, \$14; 12-in. non-oscillating, 3-speed, black, \$23; 12-in. oscillating, 3-speed, black, \$30; 16-in. oscillating, 3-speed, black, \$35; 52-in. ceiling, non-adjustable blades, 3-speed (speed regulators and electroliner at-

tachments extra), \$52; 52-in. ceiling, adjustable blades, 3-speed (speed regulators and electroliner attachments extra), \$55; 32-in. ceiling, 2-speed, 4 aluminum blades, bronze or white, \$42, \$46; 12-in. and 16-in. ventilating fans, 6-blade (3-speed regulator extra), \$29, \$32.

Direct Current

9-in. oscillating, 2-speed desk fan, black or bronze, \$14; 12-in. non-oscillating, 3-speed, black, \$23; 12-in. oscillating, 3-speed, black, \$30; 16-in. oscillating, 3-speed, black, \$35; 12-in. and 16-in. ventilating fans, 6-blade (3-speed regulator extra), \$29, \$32.

Dealer Help

Catalog, several small fan folders.

Graybar Electric Company,

New York City

8-in. universal, non-oscillating.

Alternating Current

8-in. non-oscillating; 10-in. non-oscillating and oscillating; 12-in. non-oscillating and oscillating; 16-in. oscillating; 12-in. and 16-in. ventilating; 36-in. ceiling; 56-in. ceiling.

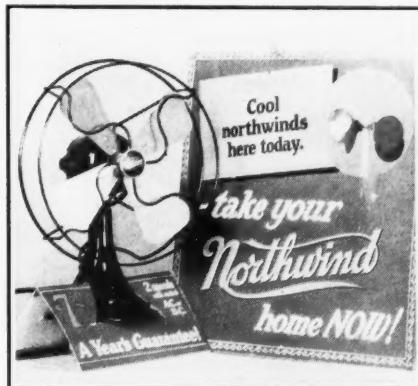
Direct Current

10-in. non-oscillating and oscillating; 12-in. non-oscillating and oscillating; 16-in. oscillating; 12-in. and 16-in. ventilating; 56-in. ceiling.

Dealer Helps

"Fans And" book listing new Graybar fan sales helps, illustrating five-card color window display; fan window display suggestions; 38 in. x 25 in. wall or truck poster; two direct mail folders; newspaper advertisements and cuts; color lantern slides.

The Full-O-Lite Company, Inc., 71 Murray Street, New York City, has issued a complete new catalog on its safety screwless holders, showing its entire line, including both plain and new ornamental types of "Full-O-Lites."



Moving Fan Display

Set in motion by the fan breeze, the moving weather vane of the "Northwind" fan display of the Emerson Electric Manufacturing Company, St. Louis, Mo., draws attention to the electric fan as a home appliance. The display is in four colors and measures 20 in. by 18 in.

Teach Customers That Proper Oiling Saves Fans

In answer to a number of inquiries from dealers and users as to the proper grade of oil to be used in Emerson fans, the Emerson Electric Manufacturing Company points out, by the directions following, the importance of proper lubrication. And this applies to all fans in use today.

There are a number of trade-marked brands of oil available which will give entirely satisfactory results and are obtainable at almost any filling station. A light automobile engine oil should be selected for oscillating fans, non-oscillating fans and motors, 2 hp. and smaller, with oil ring or wick filled bearings.

For ceiling fans a slightly heavier oil is to be preferred to insure constant circulation while the fan is in use. Emerson ceiling fan bearings are not provided with wicking of any kind and circulation is accomplished by an internal spiral groove in the hub of the rotor with a return channel on the outside of the hub.

The gear case of oscillating fans should be refilled, when necessary, with a medium cup grease.

Only mineral oils should be employed in machines of the classes under discussion. The use of olive oil, lard or other vegetable or animal oils can only result in leaving the bearing surfaces coated with a gummy substance which increases friction as soon as the lubricating qualities of the oil are exhausted.

Very light oils such as some of the typewriter, gun and sewing machine oils on the market, which are also recommended for polishing furniture and for removing or preventing rust, are not suitable for use in the bearings of fans. In fact, certain lubrication troubles have been traced directly to the use of some so-called household oils.

Where to Buy the Lamps Shown on Page 108

Charles V. Daiger Company, 76 Essex Street, Boston, Mass., pottery table lamp.

Neuwirth, Robinson & Goldman, 33 East Eighteenth Street, New York City, bridge lamp at bottom left, finished in antique gold with black composition inlay in base. Shade of pleated georgette. Also floor lamp above, at left, which is similar to the bridge lamp in composition and finish although different in design.

Mutual Sunset Manufacturing Company, 21 East Houston Street, New York City, bridge lamp with dancing figure decoration on standard. Solid brass standard, finished in Spanish brass or satin gold, plated base. Shade of pleated georgette.

Artistic Brass & Bronze Works, Inc., 119 West Twenty-fourth Street, New York City. Floor lamp at upper right is plated in French gold in combination with baked enamel shaft in colors of black, green, rose, orchid, blue and mulberry. Crepe de Chine shade, trimmed with ribbon braid.

Lightolier Company, 569 Broadway, New York City, Spanish bridge lamp.

News of the Electrical Trade

Lighting Equipment Convention in Progress

As we go to press, the annual convention of the Artistic Lighting Equipment Association, the Illuminating Glassware Guild, National Association of Lighting Equipment Dealers, A.C.E. Division Electragists International and Associated Lighting Equipment Salesmen is in progress under one roof in Cleveland.

The Hollenden Hotel is the scene of a gigantic exhibition of electrical design and equipment in the lighting field of vital interest to the public as well as to the trade. New design in floor lamps, junior lamps, bridge and table lamps are displayed in profusion. The latest developments in exterior lanterns and other fixtures for use in home and public building are on display by leading manufacturers in the field.

The exhibition is to be thrown open to the public during its closing days and it is estimated that hundreds of manufacturers, dealers, jobbers, architects, builders and electrical contractors will have attended when it closes on February 5.

Copper Association to Push Housewiring Development

The general inadequacy of electric wiring in the majority of American homes today represents a situation which is interesting not only to public utilities, electrical manufacturers and contractors, but to the copper industry as well.

The prospect of countrywide improvement in house-wiring installations as a means for increasing the market for copper in the form of wire, has at-

Fore!



E. D. Kilburn, vice-president and general sales manager of the Westinghouse Electric & Manufacturing Company, tests out the new course at Hot Springs.

tracted the attention of the Copper and Brass Research Association, 25 Broadway, New York City, which is now planning an advertising and publicity campaign addressed to the home-owner. The association will stress the importance of modernizing house-wiring installations from the standpoint of convenience and better lighting.

This campaign will be conducted in similar manner to others which the Copper & Brass Research Association has been carrying on in the general building field, as for example the campaigns on brass pipe, copper leaders and gutters, and copper and bronze screen cloth.

2,743 "Red Seal" Homes in United States

During 1926, Red Seal certificates for adequate wiring were awarded to 1,456 dwellings in the United States, according to B. Badrian, in charge of Red Seal matters for the Society of Electrical Development. As the year closed there were also 1,225 applications pending for Red Seal certificates, which had yet to be acted upon, making a total of 2,681 jobs as of Jan. 1, 1927.

Compared with this total, Red Seal applications on hand at the opening of 1926 numbered 277, with sixty-two Seals awarded, making a total of 339 Red Seal houses on Jan. 1, 1926.

New Residence Lighting Data Compiled

Specifications designed to aid central stations in the selection of proper fixtures for residence lighting have been compiled by the Association of Edison Illuminating Companies with the assistance of the Illuminating Engineering Society and are available in pamphlet form at the Electrical Testing Laboratories, 80th Street and East End Avenue, New York City.

The release contains data dealing with the illuminating qualities, construction and appearance of fixtures and includes information concerning methods of rating equipment with respect to light output and glare.

National Corporation Will Back Finance Companies

The American Rediscount Corporation, a corporation organized in New York late in January as the result of a national survey of the installment sales field in thirty-two industries by the Advisory Committee on Finance and Industrial Credits, is, as its name implies, a finance company for finance companies.

The function of this concern, headed by Lawrence H. Hendricks, formerly

Conventions Coming

Artistic Lighting Equipment Association, *Cleveland, Ohio, January 31-February 5.*

Northwest Electric Light & Power Association, *Portland, Oregon, February 10-11.*

N. E. L. A., Southeastern Division, *Memphis, Tennessee, April 13-15.*

N. E. L. A., Southwest Division, *New Orleans, Louisiana, April 26-29.*

American Washing Machine Manufacturers Association, *Chicago, Illinois, May 18.*

N. E. L. A., Mid-west Division, *Topeka, Kansas, May 18-19.*

Pacific Coast Electrical Association, *Santa Cruz, California, June 14-18.*

North Central Electrical Association, *Marine Convention via Duluth, Minnesota, June 17-19.*

Northwest Electric Light and Power Association, *Salt Lake City, Utah, June 21-24.*

comptroller of the Federal Reserve Bank of New York, will be to repurchase installment contracts from local finance companies under a plan similar to the Federal Reserve banking system. The company will operate in principal cities throughout the country and various bankers in these cities will serve on its advisory board, headed by Morgan J. O'Brien, chairman.

William L. Goodwin Resigns from S.E.D.

The board of directors of the Society for Electrical Development announces the resignation of William L. Goodwin, who for eight years has been operating vice-president in charge of the Society. In regretfully accepting this resignation the board adopted a resolution paying tribute to the fundamental contributions which Mr. Goodwin made during this period to the development of the co-operative organization of the electrical industry.

"With rare clarity of vision," says the resolution, "and the most courageous idealism, supported by untiring industry and an energy that is indefatigable, he has pioneered in the thinking of the industry toward a closer and more purposeful coordination among electrical men for market development. This leadership has had conspicuous expression in the inauguration of the annual conferences of electrical leagues held at Association Island through which the Society has been for five years the national headquarters for league development and service, and has assisted in the rapid growth of the local league move-

ment; in the establishment of the Red Seal Plan on a national basis as an approach to the great market for more adequate wiring in the home; and in the conception of the market-development plan, now in process of refinement, to bring about a coordination of the commodity campaigns of manufacturers and their proper relations to the leagues. His enthusiastic and self-sacrificing work for the Society has endeared him to us all and we wish him God-speed in his future activities.

Mr. Goodwin's resignation takes effect April first, with leave of absence from January first. No successor to Mr. Goodwin has yet been announced.

Market Research Committee Appointed

A committee of representative business men has been appointed by the Department of Commerce to make a study of statistical information being gathered by federal, state, and private agencies and advise on the needs of market research with a view to improving present statistics for commercial use.

The aid of the government in setting up better standards in the field of commercial research; the development of ethical standards; the present evolution in the field of merchandising with particular reference to the increase in chain stores, group buying, hand-to-mouth buying, inter-industry marketing, compilation of figures on production of basic industrial items, and further statistical bases for delineating primary and secondary trading centers will be a study of the committee.

On this committee, Malcolm Muir will represent the McGraw-Hill Company, publishers of *Electrical Merchandising*.

The Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago, has purchased the plant of the Bevery Lights Corporation at Providence, R. I., and will open an eastern office in that city.

The Frank E. Wolcott Manufacturing Company, Hartford, Conn., announces the opening of permanent display rooms in New York City, at 200 Fifth Avenue. A. S. De Veau is in charge and will direct the company's sales activities in the New York metropolitan district.

The Robbins & Myers Company, Springfield, Ohio, announces that it has established a branch office for handling its motor business at 245 South Street, Boston, Mass. I. P. Sprague has been placed in charge of the office.

The Altorfer Bros. Company, Peoria, Ill., manufacturer of the new ABC "Spinner" type washing machine, has materially increased the size of its sales force in preparation for a busy season. A new factory extension, the second of the year, is under construction and will house the Alco vitreous enameling plant where tub and dryer units for its new machine will be finished.

Electrical Research Products, Inc., has been incorporated under the laws of the state of Delaware as a subsidiary of the Western Electric Company. The company will supervise the commercial development of electrical devices, other than telephone apparatus and supplies manufactured by the parent company for the Bell System, which are unsuitable for distribution through Western Electric's normal sales channel, the Graybar Electric Company. J. E. Otterson, general commercial manager of Western Electric becomes general manager of the new company with offices at 195 Broadway, New York City.

The Elliott-Fisher Company has acquired the business of the Sundstrand Corporation, manufacturer of the ten-key Sundstrand adding, bookkeeping and calculating

machines, with factories and general offices at Rockford, Ill. The Elliott-Fisher Company manufactures accounting-writing machines utilizing the flat writing principle and has factories at Harrisburg, Pa., and general offices in New York. The products of the two constituent organizations will be marketed by the General Office Equipment Corporation, a subsidiary of the Elliott-Fisher Company, with executive and general sales offices at 342 Madison Ave., New York.

The Master Electric Company, Dayton, Ohio, held a two-day sales convention, attended by district managers, factory representatives, agents and distributors east of the Mississippi. The program included a trip through the plant, discussion of sales plans for the year and a sales banquet, attended by more than seventy members of the sales and production staffs, during which prizes were awarded winners in the 1926 sales contest.

The Allen-Bradley Company, Milwaukee, has appointed J. A. White, formerly electrical department manager with the Charles A. Strellinger Company of Detroit, district manager of its new Detroit office. George F. Pain has been appointed Philadelphia branch manager with offices at 421 Bulletin Building. Mr. Pain headed the electrical department, Philadelphia branch, of the Fairbanks-Morse Company for thirteen years.

The American Flyer Manufacturing Company, Chicago manufacturer of miniature trains and accessories, held its 1927 sales conference at the Hotel LaSalle, January 3-7. The entire sales force of the company attended the convention and each man received a souvenir symbolizing the completion of the company's twentieth year in the manufacture of toy trains. Phillip Beauchamp is a recent addition to the company's sales staff, covering the eastern territory.

The General Electric Company has set up a new and separate department, to be known as the electric refrigeration department. T. K. Quinn, formerly assistant general sales manager of the National Division of the incandescent lamp department, has been made its manager. P. B. Zimmerman, formerly manager of the publicity department of the National Division of the incandescent lamp department, has been appointed sales manager of the electric refrigeration department.

The Killark Electric Manufacturing Company, St. Louis, Mo., announces the appointment of E. S. Moorer and the Atkinson

Equipment Company as its agents respectively for the Carolinas and Georgia.

The Electrical League of Colorado, with headquarters at Denver, appointed the following officers at its annual convention, to serve throughout 1927: O. L. Mackell, K. L. Francis, D. D. Sturgeon, B. J. Rowan, F. L. Easton, O. L. Newell, O. P. Wiloughby and John J. Cooper, members of the advisory board; W. A. Guscott, F. H. Herzberger, R. G. Gentry and J. W. Ryall, vice-chairmen; F. F. McCammon, chairman; E. C. Headrick, secretary and Dean D. Clark, treasurer.

The Alaska Refrigerator Company, Muskegon, Mich., has been consolidated with the Coldak Corporation of New York, which manufactures electric refrigerating units, and will manufacture boxes for this latter company in addition to its own established line. A. P. de Sass, vice-president of the Coldak Corporation, has been appointed president of the combine, succeeding A. B. Cunningham, who has retired. Executive offices will continue in Muskegon.

The Trumbull-Vanderpoel Electric Manufacturing Company, manufacturer of safety and knife switches, has opened quarters at 151 Barclay Street, New York, under the supervision of George J. Gillingham and Fred Carry. A Chicago branch office and distributing point will be opened in the Madison Terminal Bldg., and H. T. Doolittle, who has represented the company in this territory as the D-E Distributing Co., will be in charge.

E. W. Rockafellow, who is well known in electrical circles as a former leader in the jobbing branch of the industry, has been appointed manager of the Eastern sales office of the MacGillis & Gibbs Company of Milwaukee, with headquarters in New York. Mr. Rockafellow had been identified with the Western Electric Company from the early days of the electrical industry until the spring of 1923, when he resigned as general supply sales manager to become a vice-president of the National Pole Company in charge of sales. He was one of the organizers of the Electrical Supply Jobbers' Association and the Society for Electrical Development and has been a member of many committees of the National Electric Light Association.

The Circle F Manufacturing Company, Trenton, N. J., manufacturer of electrical and porcelain specialties, has appointed B. H. Clifford, 3201 Twelfth Avenue, Birmingham, Ala., to handle its line of wiring devices in Alabama, Arkansas, Mississippi, Tennessee (west of Nashville) and Louisiana.

Electrical Man Re-Elected Governor of Connecticut



John H. Trumbull, just re-elected governor of Connecticut and president of the Trumbull Electric Manufacturing Company of Plainville, Connecticut, with his wife and daughter, are hosts to President Coolidge's son, John.

A series of
13
 2-color pages
in the
**SATURDAY
 EVENING POST**
*is the *backbone**
of the strong
advertising
campaign
planned for

If you do not already carry the Premier Duplex, start with the new year. Sales have been mounting rapidly—and dealers this year are in line for fast turnover and quick profits. Write or wire today for details of the valuable franchise.

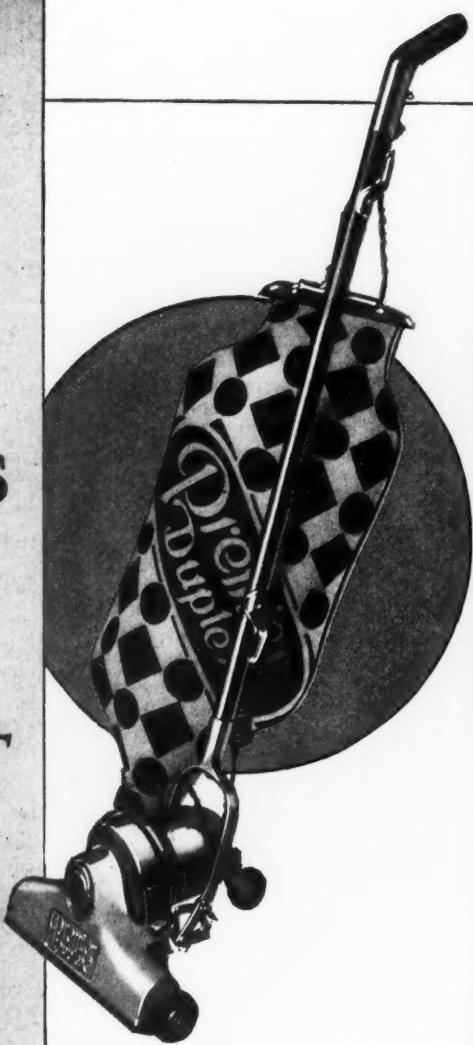


1927

**Premier
 Duplex**

ELECTRIC VACUUM CLEANER CO., INC.
 Cleveland, Ohio

Manufactured and distributed in Canada by the
 Premier Vacuum Cleaner Co., Ltd.,
 General Offices, Toronto.



99,093,000 readers
 this year

This great number of people will see and read the striking Premier Duplex ads this year. These ads have proven themselves steady sales makers.

Other magazines
 on the list

Good Housekeeping
 Pictorial Review
 Ladies' Home Journal
 Woman's Home Companion
 Liberty

Journal of Electricity Changes Name to Electrical West

On Jan. 1, 1927, the *Journal of Electricity* of San Francisco changed its name to *Electrical West*. Serving as it does the electrical industry of the eleven Western States, the new name will more closely define the field and the function of the paper. Beginning with the January, 1927, issue, *Electrical West* will be published monthly, on the first of the month, instead of semi-monthly as in the past.

The *Journal of Electricity* was founded in 1887 and has now served the special needs of the electrical industry of the West for almost forty years. It has been the medium for the development and the interchange of ideas and plans through every period of the outstanding engineering and commercial achievements of that section. Under its new name, *Electrical West*, the publisher announces, this tradition of service will be faithfully upheld and editorial plans call for even more particularized attention to the special needs of this great electrical empire of the West.

The General Electric Supply Corporation is the new name under which the Sibley-Pitman Electric Corporation of New York and the Tri-City Electric Company of Newark, N. J. will operate in the future. Offices and warehouses will be continued at Sixth Avenue and Thirteenth Street and at 52-56 Lafayette Street, Newark and branch offices will be maintained as heretofore. The officers of the new organization are: J. G. Johansen, president; W. A. Kennedy, vice-president; H. C. Calahan, vice-president; H. Q. Foreman, secretary and treasurer and Geo. H. Potter, assistant secretary and treasurer.

The Leonard Refrigerator Company, Grand Rapids, Mich., reports a 54.6 per cent increase in Leonard net sales for the first five months of the company's fiscal year (commencing July 1). Because refrigerator deliveries are heaviest from January to July of each year and because booking of orders starts July 1 and continues on into the new year, Mr. Jaeger thinks the figures have great import to the trade. This 54 per cent increase does not include cabinets for electric unit manufacturers but applies only to the Leonard standard line of ice refrigerators. The report indicates that the public is conscious of the value of refrigerators and the preservation of food and points to a good refrigerator year for the industry.

The Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has designated the Westinghouse Electric Products Company, Mansfield, O., as its street-lighting department and the George Cutter Company, South Bend, Ind., as the Mansfield Works, Westinghouse Electric & Manufacturing Company. Both concerns have operated for some time as subsidiaries of the parent company, the latter including the South Bend Works, with branch offices at Milwaukee, St. Louis and Valdosta, Ga.

John E. Graybill & Company, York, Pa., has been purchased by four employees headed by G. C. Murphy, former resident manager. Carroll D. Erb, E. J. Stummel and Orville Lynd are the other firm members. The company will in the future be known as the Murphy Electric Company and will continue its contracting and appliance business.

The Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., held its annual sales convention in that city from January 1-6. The convention was attended by 81 men, representing the sales force of the company and addresses were delivered by L. L. Smith, general sales manager and C. U. Williams, president of the corporation who predicted that 1927 sales would triple 1926 figures.

The Trico Fuse Manufacturing Company, Milwaukee, Wis., has added considerable additional floor space to its present plant to provide for the increased production of Trico "Clear-Top" plug fuses.

Paul W. Petersen, formerly general manager of Bay City Freezer, Inc., is now vice-president of the Absolute Con-tac-tor Corporation, Elkhart, Ind. Mr. Petersen will retain his association with the Bay City company, however, as director and vice-president.

The Graybar Electric Company announces the appointment of R. A. Stoner to succeed the late E. D. Frisbie as head of the company's local sales office in Scranton, Pa. For the past two years Mr. Stoner has been power apparatus specialist for his company at the Philadelphia branch. He brings to his new position the benefit of ten years' experience with the Western Electric and Graybar Electric Companies.

Alvin S. Rich, formerly of the Wagner Electric Corporation, is now associated with the New York branch of the Industrial Electric Motor & Tool Company, 1 Howard Street, New York City.

Good Socks—Good Executives



Good taste in socks has always been recognized as a mark of executive ability. Here, for example, is the new vice-president of the new General Electric Supply Corporation of New York, William A. Kennedy. In the background sits Bill's friendly competitor, Les. Latham, of E. B. Latham & Company.

The Bright Star Battery Company, Hoboken, N. J., has appointed James R. Crawford general sales manager. Mr. Crawford comes to the manufacturer of Bright Star dry batteries from the National Carbon Company, where he held a similar position.

Nelson & Company, is the new name of Nelson and Hammett, manufacturer of electric and telephone supplies, Tulsa, Oklahoma. C. B. Nelson is now sole owner of the company.

Markel Electric Products, Inc., Buffalo, N. Y., manufacturer of lighting fixtures, has appointed Henry Lazarus, sales representative in the metropolitan New York territory. Mr. Lazarus succeeds Jack Stone, who has resigned. The company was formerly known as Markel Lighting Fixtures, Inc.

The General Appliance Corporation, 120 Eighth Street, San Francisco, has appointed John D. Gray sales manager. Mr. Gray was formerly employed in this capacity by the International Electrical Development Corporation.

Curtis Lighting, Inc., has appointed Paul D. Cornelisen sales manager for its Chicago territory.

The Conlon Corporation, Chicago, has appointed J. L. Mayer sales manager of its ironer division. Mr. Mayer will direct sales activities on Conlon Cabinet Ironers with a full knowledge of the subject. He has been associated with ironer manufacturers for upwards of eighteen years and was formerly connected with the Electric Household Utilities Corporation.

Cleveland Homes Now Average 53 Outlets

Results of a survey conducted by the Cleveland Electric League to determine the number of outlets in Cleveland homes have been announced. The figures show a great increase over those of 1923 when the last check was made.

The results are as follows:

Average number of lighting outlets: ceiling, 20.03; side, 5.4.

Average number of switch outlets: single pole, 12.32; three-way, 4.3; four-way, 0.1.

Average number of convenience outlets: single, 0.05; duplex, 10.86.

The average number of pilot lights was 0.01; floor outlets, 0.02; power outlets, 0.05, and door switches, 0.01.

This shows a total of 53.14 outlets as the average per house. The average number of current consuming outlets per house was 36.4 plus, and the average of non-current consuming outlets per house was 16.5 plus.

This information is extremely interesting since the 1923 survey showed an average of only thirty-eight outlets per home.

J. E. "Jess" Lauderdale, for eight years Chicago sales manager for Curtis Lighting, Inc., has recently been appointed sales manager for the company. Norman B. Hickox continues in his present capacity as vice-president in charge of sales for Curtis Lighting.

Edward Caldwell has resigned from the presidency of the McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York City, and will be succeeded by Martin M. Foss, who was associated with Mr. Caldwell in the organization of the company. Mr. Caldwell has been connected with the McGraw-Hill interests for thirty-six years. He was one of the organizers of the McGraw-Hill Book Company, Inc., in 1909, and has been active in its management since its formation. Mr. Caldwell will remain on the board of directors of this company and of the McGraw-Hill Publishing Company, Inc.

R. L. Collier has joined the staff of the Artistic Lighting Equipment Association as assistant to the managing director, G. P. Rogers. He was formerly in the employ of the Cleveland Electric Illuminating Company. It is the plan of the association to move its general offices from Cleveland to New York early in March.

The Southwest General Electric Supply Company is the new name of the former Southwest General Electric Company with offices at Dallas, Houston, Oklahoma City and Tulsa. In addition to these bases, the company is announcing the opening of a new two-story building at Amarillo, Tex., comprising warehouse and sales office. Complete stocks of electrical merchandise and electrical supplies of all kinds will now be handled at Amarillo to take care of the needs of this growing section.

Edward N. Hurley, chairman of the executive committee of the Electric Household Utilities Corporation, has been elected a director of the Studebaker Corporation.

Theodore Beran, formerly manager of the New York district of the General Electric Company, was elected a commercial vice-president of the company at a meeting of the directors held last week. Mr. Beran has been manager of this district since 1903 and has been with the company since its foundation. J. A. Cranston, of the Pacific Coast district, and H. L. Monroe, of the Chicago territory, were also elected commercial vice-presidents. E. W. Allen, formerly manager of engineering, was elected a vice-president in charge of that activity. Mr. Allen will continue his office at Schenectady. G. E. Emmons, who was in charge of the manufacturing organization from 1916 until he announced his retirement in 1924, was elected acting-vice-president on account of the illness of F. C. Pratt.

Campaigning Ranges

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a good battle on talking points with the result as previously mentioned."

Heartened by this evidence of public acceptance Richardson prepared his plans for a steady, progressive and profitable range business in Tyler. First, he returned to his original love, the higher-priced, better-quality range. Second, he reduced the trade-in allowance not to exceed \$20. Third, he summoned the original demonstrator and salesman and told them to return to Tyler, call again on their original prospects and be prepared to reap the reward of a business now established, aided and abetted by the proceeds from the cotton harvest—the staple crop.

Sold 108 Electric Ranges

Twenty-five more range orders resulted from campaign number four—or a total of 108 electric ranges in ten months of selling effort. It cost approximately \$4,200 to do this \$17,300 business in major appliances. This money went for salaries, advertising, hotel expenses and demonstrator incidentals.

The story of the 1926 activities

is a duplication of campaign methods similar to Drive IV. The missionary work had been done. The housewives of Tyler were, in the main, converted to the correctness of the idea of "cooking by wire."

Richardson ran five campaigns last year, the fifth one during the holiday season. He sold 337 more ranges at an average selling cost of 15 per cent. This includes the items previously mentioned. He approximated the results obtained in Tyler in other towns of similar character thus proving that the same methods will give approximately the same results.

"But were your lines in Tyler

heavy enough to carry this added load?" he was asked.

"The company had to rewire practically the entire town," he replied, "and it was a good thing it did because, during the past four months, two of my refrigerator specialty men sold seventy electric refrigerators in that burg—a performance made possible because the entire community had been educated to the conveniences and economies of modern major appliances as exemplified in the electric range. Eighty per cent of those seventy refrigerators went into households where the meals were prepared over the electric burner."

Movie Projectors as electrical appliances Sell Merchandise

FEATURING the small motion-picture camera and projector as electrical appliances, has not only brought in a neat profit from the sales of these devices but has boosted the sales of other appliances and fixtures for the Broadway Electric Shop in New York City.

The popularity of these motion-

picture outfits for the home is growing very fast and everybody is interested, making it a valuable lead to emphasize in advertising, circular letters, and sales talks.

The first step in the program of featuring the camera outfit by the Broadway Electric Shop was to circularize a list of names composed mostly of old customers. Along with these letters was run a series of newspaper advertisements. Both the letters and the ads offered an invitation to come to the electric shops any time of the day or evening and have a free demonstration.

The store of the Broadway Electric Shop is laid out with a very large assortment of appliances, fixtures, etc., so that it would be nearly impossible to pass through without seeing something desired.

In the rear is partitioned a room about ten by fifteen feet, furnished with panelled tapestry walls.

Fixtures on Display

From the ceiling, are hung a number of high-grade fixtures. Only the better styles of fixtures are hung in this room and care is taken not to give them a crowded appearance.

The room is nicely furnished and at the sides are arranged seven different styles of radio sets. These are all connected with separate switches so that they can be operated from one storage battery.

In the center of the room is a mahogany table covered with a blue velvet scarf. This table opens up and displays the motion picture projector ready for demonstration.



February Is Waffle Month

THE PLAN drawn up under the Commercial National Section Executive Committee, N. E. L. A., for concentrated campaigning of electrical household appliances by all branches of the electrical industry at definite periods—features the waffle iron for February.

Based on past experience, it is expected that a great deal of interest will be aroused in the public mind toward the waffle iron, and the effect of

millions of waffle-iron advertising messages will be tremendous.

The dealer who takes advantage locally of this co-ordinated sales plan to feature the waffle iron in February will derive a profitable benefit therefrom.

In accordance with the plan, sales emphasis will be centered on electric toasters during March, and percolators in April.

X-RAY Super Lighting

TRADE MARK REG.



Above is the X-Ray No. 900 Giant Reflector. This powerful unit is designed for use with the most efficient 500 or 300-watt Mazda lamp. The Giant is for use in large deep windows with high trim, while its partner, the Leviathan No. 910, is for use in large shallow windows. Mogul sockets are included with both.

Builds Sales!

One of the biggest factors in retail selling today is the display window. The problem of creating more sales through the pulling-power of the well-lighted show window is of vital importance now more than ever before.

X-Ray Super-lighting is the solution of that problem! High-intensity illumination is universally accepted in display circles as a forceful way to put across the sales message in the show window.

Merchants need
and want SUPER-
lighting—help
them get it!



The Hippo No. 88 Window floodlight shown above, supplements the Super-lighting show window reflectors. This unit is used to emphasize with high-lights any definite object or group in a display.

CURTIS LIGHTING, Inc.

1119 West Jackson Boulevard

31 West Forty-Sixth Street,
New York

CHICAGO

3113 West Sixth Street,
Los Angeles

Danger Signals in Your Business

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climbed to the alarming figure of 17.1 per cent. The item of Other Costs also for the first time exceeded the control figure of 4.5 per cent, it being 6.1 per cent for the fourth year. In this rather miscellaneous division is included losses from bad debts, and during this period, this dealer, as was the general situation with all retailers that year, found that his losses from uncollectible accounts, reverts, and additional financing expense, etc., ran this division of expense up very high.

The net result of all these factors combined was that in every case his control figure was exceeded, and appears in red on the chart, and for the first time in the history of his business the actual operations of his business for a year appeared as a loss.

At this point I want to emphasize that this is a statement of merchandising operations, and not a balance sheet. The condition at the end of the fourth year was actually more alarming than the figures here given show, because he not only lost money for that year, but further than that, he had practically all his profit for the previous years tied up in increased inventory, and his ratio of accounts receivable was away out of proportion. It was at this period that this man realized the importance of a proper system of control, and, fortunately for himself, took steps to secure it immediately.

This dealer's position, therefore, was that he had worked very hard for four years to build up a business, and at the end of that period he found himself with all his profits tied up in stock, much of which was of doubtful value, due to its being composed of "trade-ins," etc., and a large part of the balance of his assets was in accounts receivable, which, at that period of readjustment, were difficult to realize on to the full extent.

Facing his situation the dealer set out to find why this condition had come about and how he was to remedy it for, find the remedy he must, if he were to stay in business. Analyzing his operations, one must conclude that he was above the average in ability. He had secured a fair profit on his sales, and up to the time of the slump, had kept down his inventory. He had unfor-

tunately chosen to make his greatest expansion just a few months before the slack period set in, and it was because of this that he realized that if he had had some method of warning him in advance much of his loss could have been avoided.

No system could probably have prevented him from increasing his rental from \$100 a month to \$225, in the fourth year of his operations. Business is not as automatic as that. This was a matter of judgment. He did find, however, when he was forced to retrench, that he was able to sublet part of his space for \$50 per month, and while this still left his occupancy percentage in the red for the fifth year, it put it on a proper basis by the end of the sixth.

We find in the fifth year's operations two percentages over the danger line—occupancy at 3.9 per cent, which we have already discussed,

and other costs at 4.9 per cent. It is a fact that despite these factors the operations as a whole for the year were quite profitable, but the great value of a system of this nature is to *immediately* warn the merchant of the necessity of controlling any expense divisions that exceed the danger line, regardless of how prosperous the business as a whole may be.

For example, in the sixth year of his operation, although he had a net profit on sales of 10.8 per cent, a fine increase in volume, and a good merchandise turnover of $9\frac{1}{2}$ times, we find that the selling expense for that year is 12.5 per cent, whereas the percentage control is only 12 per cent. This means that he must immediately correct this condition if he is going to keep his expenses in balance. Eternal vigilance is the price of profit.

How Is the Appliance Market?

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Los Angeles

"Minors Up 15 per Cent"

Sales 15 per cent higher. Refrigerator sales more than double last year. 21,000 refrigerators now on lines of Los Angeles Bureau Power and Light. \$300 refrigerators best sellers. Expect normal increase in washer cleaner and range sales. 50 per cent of better homes have washers and public confidence growing. 15 per cent of sales require allowances.

struction of high power lines insures future business from farming communities. Many now served and will offer a rich field this year. Outlook for business during the spring is very good. Steadily three homes per day built here last year. Ample supply of natural gas may retard sale of some appliances account of economy, especially electric stoves. Business expected in replacements of irons and toasters. There will be a heavy demand for household appliances, including cooking utensils which will provide a quick meal conveniently.

Louisville

"Generally Healthy"

January business has shown decline from December levels but no noticeable drop over last January. Electric refrigeration, washers and cleaners are selling in fair quantity. Lighting equipment is quiet with moderate sales of table and floor lamps. Few merchants find it desirable to cut prices on portables to clear and there is little or no price cutting on other lines. Dealers stocks at low inventory and prospects of good spring business gives healthy tone to business.

San Antonio

"Sales Parallel Building Spurt"

1927 sales running ahead of last year. Small appliances continue strong while heavier items are good. Cleaners, washing machines and refrigerators moving and instalment selling is important in sale of these. Few trade-ins except on washing machines. Major sales will still continue in large communities although rural districts now recognize value of electricity. Con-

Washington, D. C.

"January Slow"

Appliance sales for past year held their own compared with 1925, though sales of larger appliances fell off slightly. Heating device and radio sales increased. January business slightly lower than previous year. Dealers find it impossible to compete with "30-month-to-pay" washer plans of central stations.

Kansas City

"Cleaners—Lamps Selling"

January business in Kansas City slowed up from December high levels. Cleaners doing better than washers, refrigerators or other major appliances. Electrical dealers report radio, lighting fixtures, table and floor lamps keeping up to active sales levels; lamps best. Table and floor lamps stimulated by moderate mark downs and liberal advertising. Electrical trade generally in good condition, inventories moderate. Good spring business anticipated.